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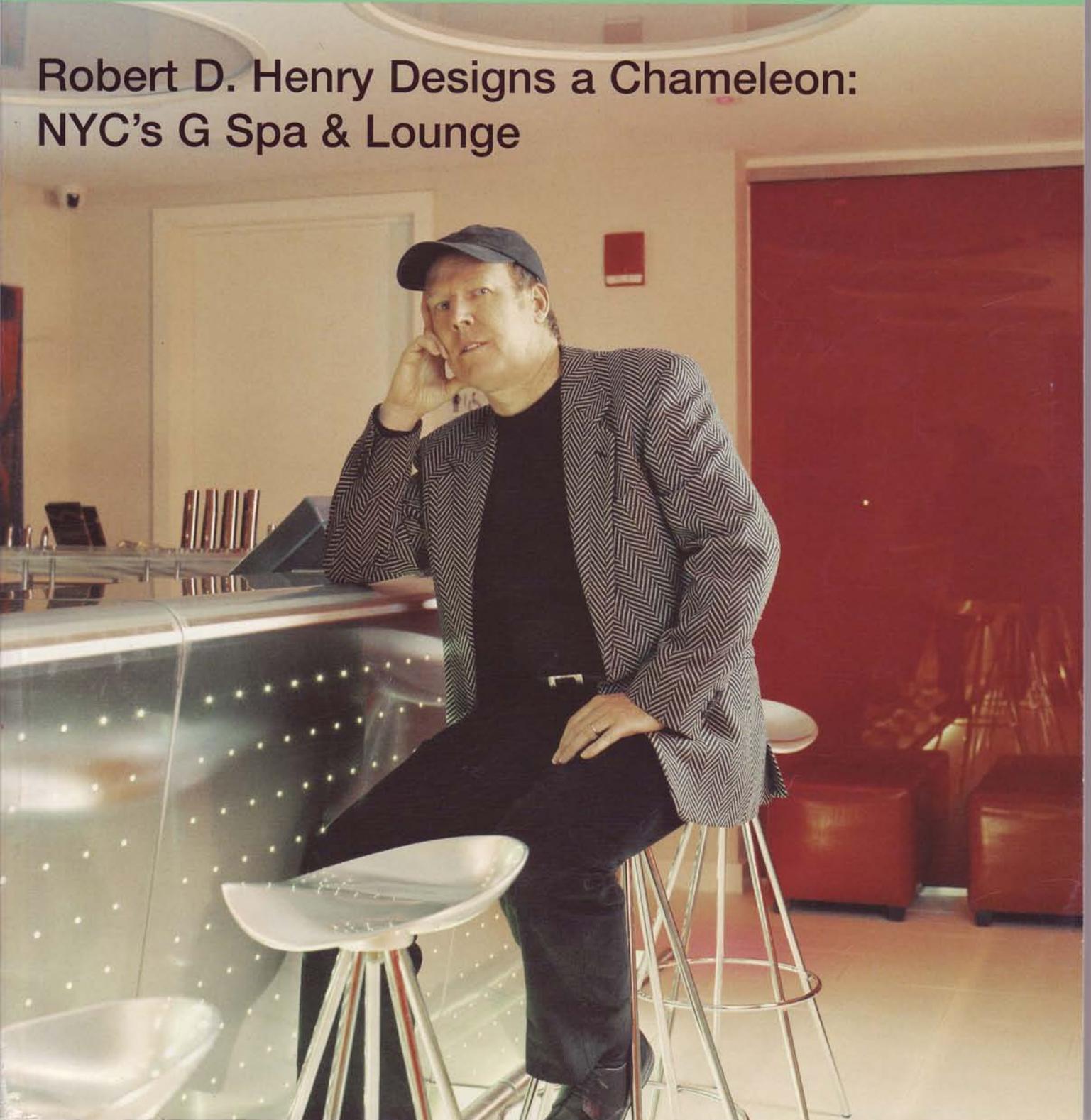
Forrest Designs the Alluvian Spa

Ufland Spices Up the Chopra Spa

Hunter's In-Room Spa at the Mayfair

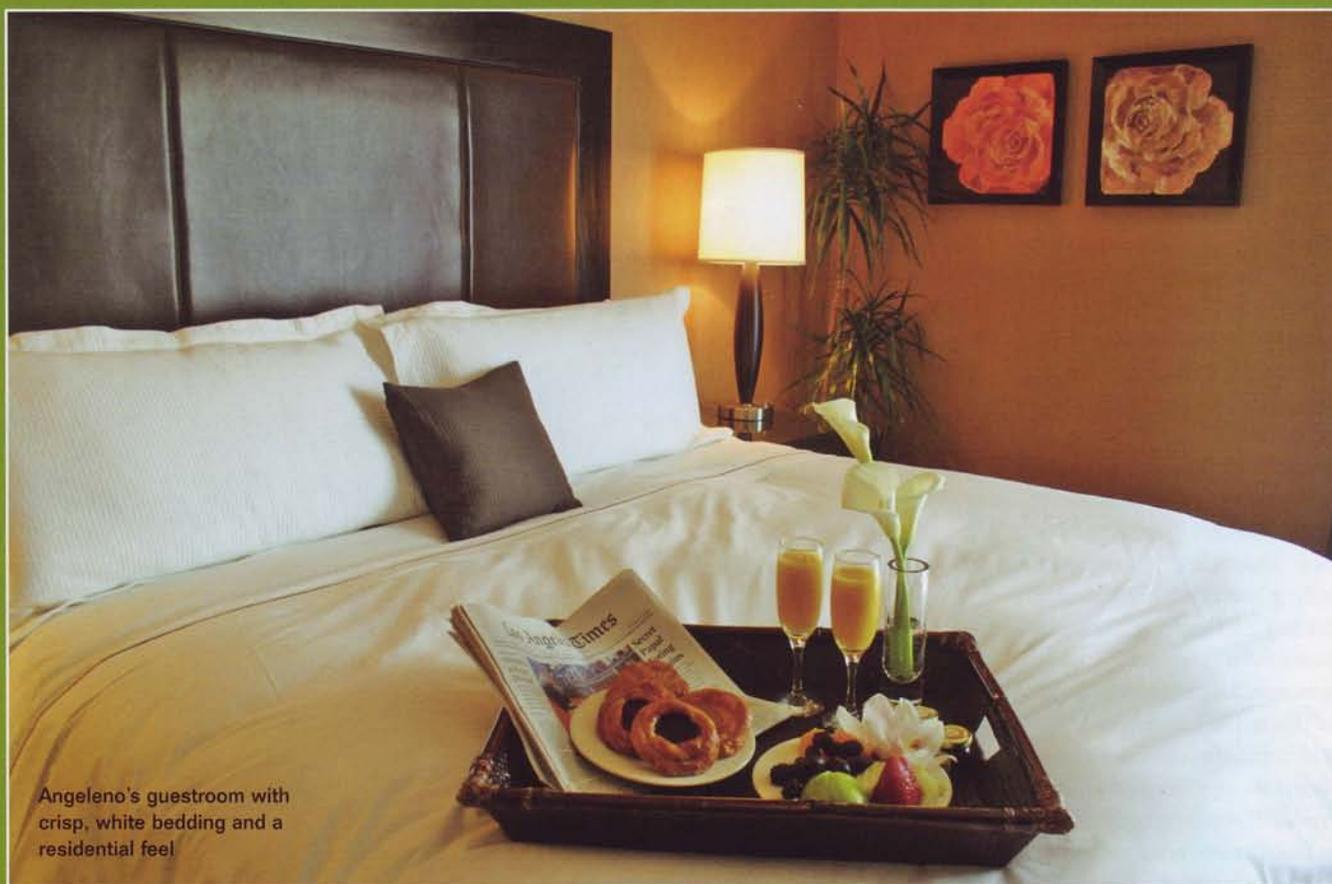
Spa Style Hits the Market

Robert D. Henry Designs a Chameleon: NYC's G Spa & Lounge



A Home-Like Hotel

JDV Hospitality Enters L.A. with Jo Fusion at the Helm



Angeleno's guestroom with crisp, white bedding and a residential feel

BY REBECCA GOLDBERG

Joie de Vivre Hospitality, well-versed in the Northern California market, has formally entered into Los Angeles with the Hotel Angeleno, this spring. And designer Joanna Perlman, founder of Jo Fusion, Inc. was chosen for the job.

She was given the task of making the best out of difficult architecture and creating an inviting interior design.

"The round building offered significant challenges and each room and each floor is separated by 10 feet of concrete. Our challenge was to significantly upgrade the hotel without making any structural changes. In addition, given the long-standing history of the hotel within the close knit community, we made it a priority to work closely with the neighbors to ensure their support," she said.

Perlman knew that she wanted to create a hotel that was up to par design-wise, by L.A. standards, but not uncomfortable.

"We wanted to infuse a sophisticated palate into a building that had architectural importance to the city of L.A.," said Perlman of the landmark building.

This 17 floor property has a number of public spaces, including a restaurant, she noted. "Our firm is used to working in the residential market. In addition, this is Joie de Vivre's first venture outside of the Bay Area. They have done an excellent job infusing the L.A. mentality while maintaining the integrity and culture of their Northern California roots," she said.

The hotel's largest clientele will presumably be business travelers. "But being a L.A. hotel you have to uphold a certain design aesthetic," said Perlman.

"The key was maximizing the space in suites that had a difficult configuration and giving guests a sense of comfort and spaciousness," she said. "The main thing we were trying to achieve is a warm and comfortable design. One that is beautiful, upscale but relaxing."

To achieve a feeling of spaciousness without touching anything structurally, Perlman incorporated a vertical design to lengthen the room. "We went with an eastern king and we did a long headboard to make the room feel taller. We also used dramatic drapery and plasma TVs to create the sense of space," she said.

Drawing on her background as a residential designer, Perlman created a

well-organized, straight-forward feeling in her design. She did this through contrasting crisp white bedding by Chaz Stevens Designs with dark wood and neutral walls. Much of the furnishings were custom-made, due to the unusual room

specifications.

"In general when people come to a hotel, they want that real simple, clean relaxed feeling that they crave in their home. Organization is a big deal and everything has to be in its place."

She chose subdued materials with varying texture, which, as she noted look and feel cool. These include grass cloth, a cow hide material on the headboard, and Jeffery Stevens snake skin wallpaper. "We used a neutral color, but you go up to it and you say, oh that's snake-skin," she said.

In the public space, Perlman expanded the lobby and extended the at-home feeling. "We made a lounge area set up like a living room," she said. "It's very monochromatic, with crystal pendants over the reception desk in a smoky topaz color. We also have a water feature made of limestone at the reception area with a big pearlized glass panel behind the reception desk. That was probably the most dramatic change-expanding the lobby, and we broke through the walls as much as we could."

"Being an L.A.-based property it is important that we met design expectations. Joie de Vivre brings a level of service that is far superior to the typical L.A. hotel. The services and amenities go above and beyond a 3 1/2 star mentality."

"We were asked to encompass the L.A. vibe without trying too hard. That was the idea: take L.A. elegance and life but keep it very comfortable and down to earth — that's the way that JDV is as a group." **BD**



Top: Joanna Perlman;
Bottom: The Hotel Angeleno
at night

