

hospitality design

**everything old
is new again:
the renovation issue**

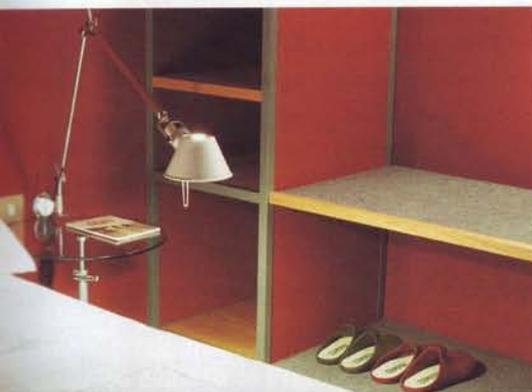
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o Fluxá and Fernando
the creators of
ona-based shoe com-
camper and local design
gon respectively, talked
years about creating a
t kind of hotel. This year
me a reality when they



erated with architect Jordi Tio to create Casa Camper, a
out, 25-room hotel in the heart of Barcelona's multicultural
of El Rava.

ie Camper style, comfort and usability are key in the
ous guestroom layout. Each guestroom is actually a pair of
—one a bedroom with bath (always facing away from the
the other, across the hall, features a living room complete
e usuals—a cherry red sofa, TV, and white table and chair—
an unusual seating alternative: a bright white hammock.
ities are simple, but smart: in the lobby, guests can help
elves to a bicycle hanging from the ceiling or some munchies
the cafeteria area; each guestroom comes (appropriately)
bed with two pairs of Camper slippers; and the use of solar
and the re-use of its water (reducing consumption by half)
the whole hotel environmentally friendly.



Heading South



Joie de Vivre Hospitality (JDV), known for its collection of lifestyle hotels in Northern California, is heading south: the company plans to open Hotel Angeleno, its first property outside of the Bay area in Los Angeles this February. "California is the No. 1 market where we get our customers, so this was a huge opportunity for us," says JDV founder and CEO Chip Conley. "We are a cluster-oriented company and these markets can feed off of each other."

For the design, Conley partnered with Joanne Perlman, founder of Jo Fusion, Inc., to create a handsome hotel that wasn't trying too hard. "In LA, design tends to be light and fluffy, almost fad-like," he says. "We wanted more weight than that." Chocolate brown tones mingle with teak wood, stone pebble walls, and snakeskin wallcoverings; luxurious details include Swarovski crystals in the corridors, glass wallpaper in the lobby bathroom, panoramic views of the city from the 17th-floor restaurant, and smoky topaz pendants above reception.

In the 209 guestrooms, "it is all about the bed," Perlman says. In fact, she and Conley contracted Chaz Stevens to custom design the bedding and the three of them spent more than a year researching and testing mattresses to come up with a perfect bedding package for the hotel. "We wanted to offer a bedding experience better than any hotel in Los Angeles," she says.

Yet the iconic circular building—a former Holiday Inn—had its challenges. "We had to maximize the space in suites that had a difficult configuration to give guests a sense of comfort and spaciousness," Perlman says.

Above: The bed is the focal point in Hotel Angeleno. *Left, top to bottom:* Casa Camper's foyer, guestroom sitting area and hammock, and bedroom, complete with Camper slippers.