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**W HOLLYWOOD HOTEL & RESIDENCES +
DRAI'S HOLLYWOOD, CALIFORNIA**

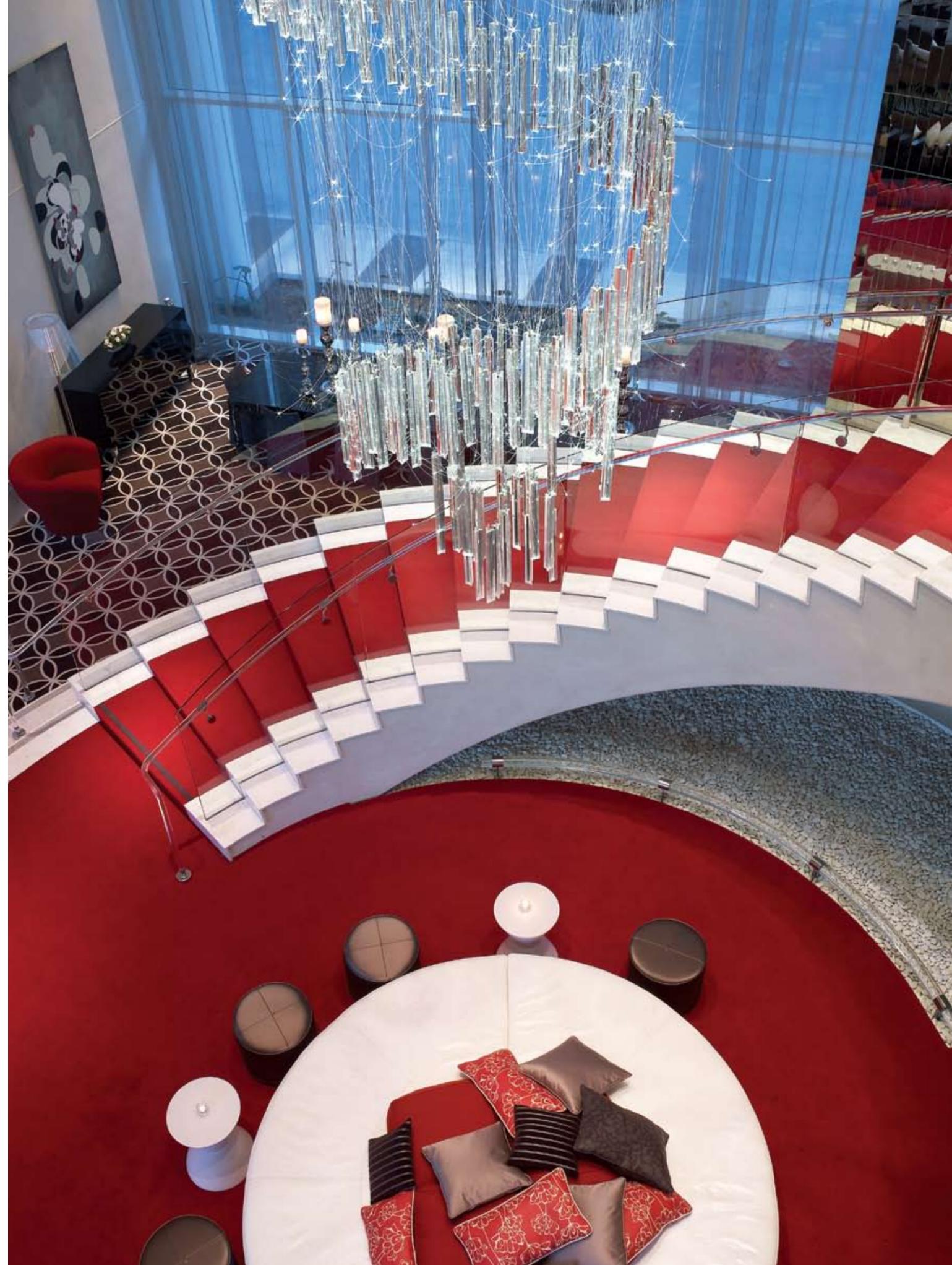
Designstudio Ltd

Silver-screen style and SoCal modernism co-star in the design of this boutique property at the corner of Hollywood and Vine. Guests are treated like celebrities from the moment they step onto the entry promenade, where a red carpet ushers them inside. There, the catwalk leads past reception to a spiral staircase, ringed with mirrored panels, that ascends from the lobby lounge to the second-floor amenities. Touches of crimson recur throughout, from the facade's logo to poolside chaise longues the color of maraschino cherries. Shades of green inform the palette, too: The building is currently the largest LEED-certified project in Southern California.

Clockwise from top left: The building logo, in the hotel's signature red. Casual groupings of low, backless lounges and poufs establish a languorous vibe in the Upper Living Room promenade. At the base of the spiral staircase, which rises over a river-rock moat, a round ottoman is illuminated by an LED-lit crystal chandelier. Limestone clads the rooftop pool deck, inspired by a Moroccan courtyard; above, VIP cabanas curtained in billowing drapes are accessed by a jasmine-lined staircase. ➤

Sustainable cred aside, the interiors are resolutely glam. Twinkly crystal chandeliers form dramatic centerpieces. Full-height glass walls dissolving boundaries between inside and out add a dose of Midcentury mod. And guest rooms feature a confection of glossy white furnishings, furry throws, and snakeskin pillows that seem plucked from the sets of a futuristic '60s flick.

The penthouse floor houses Drai's Hollywood, a 20,000-square-foot rooftop club conceived with a French parlor in mind: Red-velvet drapes back a series of banquettes dressed in metallic-glazed leather; bronze-mirrored columns lend more shimmer; and the DJ booth is set off by a massive gold-leaf picture frame. Drai's isn't the only space catering to VIPs, either: Full floors of guest quarters can be reconfigured to accommodate film-premiere press junkets.

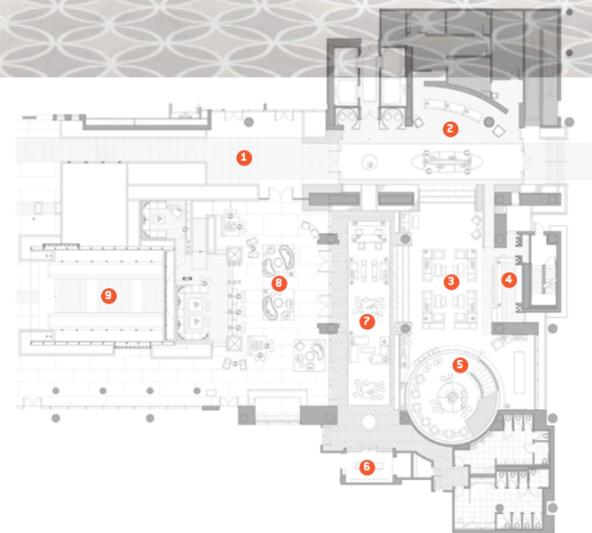




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- 9 MTA PORTAL



305 guest rooms, 150 residences
 \$350,000,000 (total project budget)
 The Living Room lounge, Station Hollywood bar, meeting spaces, rooftop pool and nightclub, and outdoor bar with 20-foot-wide movie screen



Clockwise from opposite: Boxy seating plays off otherwise curvaceous elements in the lobby-level Living Room; local houses by Frank Lloyd Wright inspired the bar's concrete-block screen. Semi-circular booths upholstered in gold- and silver-glazed leather line a window wall in Drai's Hollywood. Also at Drai's, a crystal chandelier, button-tufted sofa, and burgundy walls lend louche glamour. In a Marvelous Suite, sheers veil a custom seating unit below an etched-glass globe. A curvaceous seating unit in the Extreme Wow Suite parlor.