



**SPECIAL  
ANNIVERSARY  
ISSUE**

# INSIDE THE MINDS OF CREATIVE FANATICS

FEATURING GUEST-EDITED  
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**JAMES GOETTSCH**  
SHARES THE SECRET  
OF TOP ARCHITECTS

**THE ANTI MUSEUM**  
LA'S MUSEUM  
OF PUBLIC FICTION

**BEER & BEDAZZLING**  
DRINK SHOP & DO

SEPTEMBER/OCTOBER 2011  
\$8 USA/CAN



FILL IN THE BLANKS WITH...

## SHARILYN OLSON RIGDON

*As an interior designer and owner of DesignStudio Ltd, Rigdon has seen some interesting things inside hotel walls. She shares her thoughts on the good, bad, and sometimes ugly aspects of hotel design.*

*By Jenny Seyfried / Photos by Eric Laignel*



**Hotel comforters:** Covers shouldn't be polyester

**The fake plant in the corner:**  
Ohh, bad

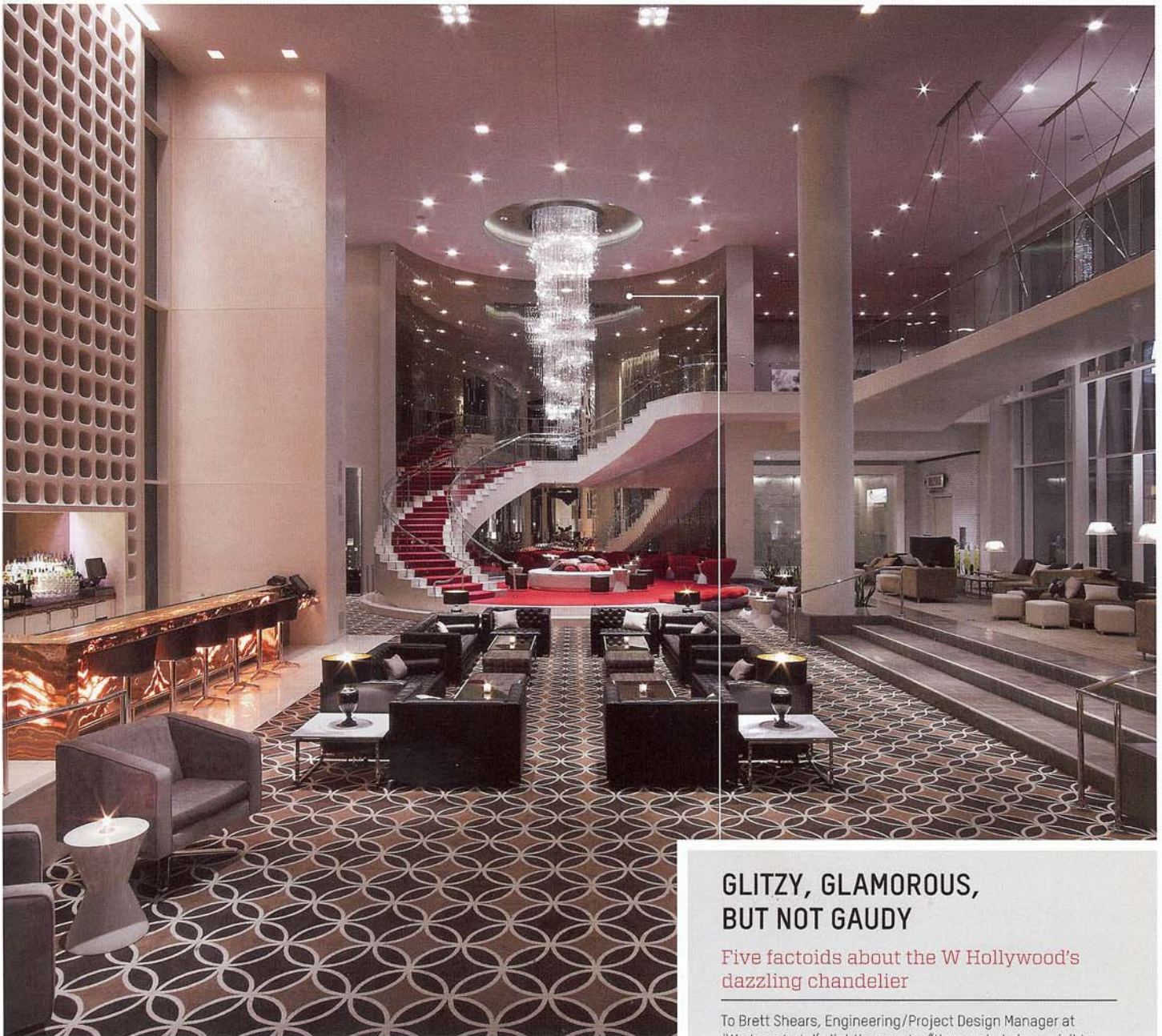
**Minibars: necessary, necessary evil, or just plain evil:**  
Necessary evil

*Favorite item to take with you when you leave:*  
**The stationery**

**The first thing you remove from the minibar:** Probably wine

**Hotel hair dryers:** Are just terrible, no good way to store them, cords get tangled

**Door signs: "Do Not Disturb" or "Shh..."? "Shh..."** It's great to have clever door signs



## GLITZY, GLAMOROUS, BUT NOT GAUDY

Five factoids about the W Hollywood's dazzling chandelier

To Brett Shears, Engineering/Project Design Manager at iWorks, a hotel's lighting can be "the most obvious, visible, and striking design element when done right." iWorks' lighting design at the W Hollywood is living proof. "To describe it as 'understated glamour' is almost oxymoronic," Shears says. "But that's exactly what it is. A lot of Hollywood is full of gilt and gold leaf, but this isn't that at all. It's not overboard." At the center of the W's lighting is the spectacular chandelier, installed in the lobby and meant to make an impact. Here, Shears shares five revealing details about the eye-catching piece.

**IT'S BIG:** The chandelier is 20 feet tall and measures seven feet across

**AND HIGH TECH:** 10 miles of fiber optic cable split into 1,500 individual strands illuminate the chandelier, but...

**IT'S EFFICIENT:** It only takes three 75-watt illuminators to light up the entire chandelier

**ALSO, A TRAFFIC STOPPER:** The chandelier, which is lit 24/7, projects out all the way to the intersection of Hollywood and Vine

**LASTLY, IT'S A PAPARAZZI FAVORITE:** The chandelier's drama makes it a go-to backdrop for posing stars



**Room key or room card:**

Card, for sure

**Chocolates or mints on the pillow:**

Chocolates

**Best wall color for a hotel bedroom:** The best color for a guest room has been white. However, we are looking at a new idea for a red room that embodies passion, warmth, sex, and luxury

**Worst wall color for a hotel bedroom:** Beige

**Perfect thermostat setting:** Off

**Hotel art:** Should be new and original and not in a frame. We tend towards art that is more installation art than “pictures on walls”

**Hotel art: Should be new and original and not in a frame.**

**Terry-cloth robes:** Are too heavy and usually sized for a very large man—should be linen, if possible

**Towels:** Should be large and 100% Egyptian cotton

**Thread count:** 400 is okay, 600 is better

**A hotel bar should always serve:** Fresh cocktails and great wine

**A hotel bar should never serve:** Draft beer

**A hotel room should always have:** Only a couple of decorative pillows on the bed

**A hotel room should never have:** Ten pillows on the bed

**A hotel room is different than a regular bedroom because:** It’s a fantasy of what your room could be and could never be, at once 🍷



**A hotel room is: a fantasy of what your room could be and could never be, at once.**



## W Hollywood Hotel

Setting out to revitalize a part of Hollywood that had seen better days, Rigdon's goal for the W was to create a new place that would have a feeling of old-school Hollywood glamour with an updated, modern spin to it. "Some of the furniture is a little bit retro, with a '60s vibe. We have lacquered elements countered with fur and started with a pretty, clean, white aesthetic that we warmed up with color—like the bright, orange-red carpet inspired by the Dorothy Chandler Pavillion." Rigdon says she called on Frank Lloyd Wright's block houses as well as classic Hollywood dramas like the *James Bond* films, *Barbarella*, and even *A Clockwork Orange* for inspiration. What she ended up with was a concept that seamlessly blends cutting-edge design with a mix of drama and everyday approachability.



A BESPOKE

LIGHTING MANUFACTURER,  
SUPERIOR TECHNOLOGY  
AND MATERIALS

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W Hotel  
Hollywood, California  
Design: Designstudio, ltd  
Procurement: HPG

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