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ISSUE 47. 2011

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W HOLLYWOOD

A NEW HOLLYWOOD HOTEL WITH OLD HOLLYWOOD GLAMOUR MARKS THE REVITALISATION OF AN ICONIC DISTRICT IN LOS ANGELES

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PHOTOGRAPHY MARK SILVERSTEIN

ARCHITECT HKS
LOCATION LOS ANGELES | USA
PROJECT W HOLLYWOOD HOTEL
AND RESIDENCES

The intersection of Hollywood Boulevard and Vine Street in Hollywood has a rich history. Following settlement in the early 1900s, it became the epicentre of the radio and movie business district in the 1920s. And, in 1958, this intersection became the site for the then-new Hollywood Walk of Fame. Since then – arguably along with the golden era of movie making – the eastern end of Hollywood Boulevard has declined.

It is still steeped in culture though. The iconic Pantages Theatre, which opened in 1930, is still operating, and the Frolic Room bar across the road is still a favourite for both locals and in-the-know visitors (including Brad Pitt and Angelina Jolie, who were there a few weeks before us, so the bar owner says).

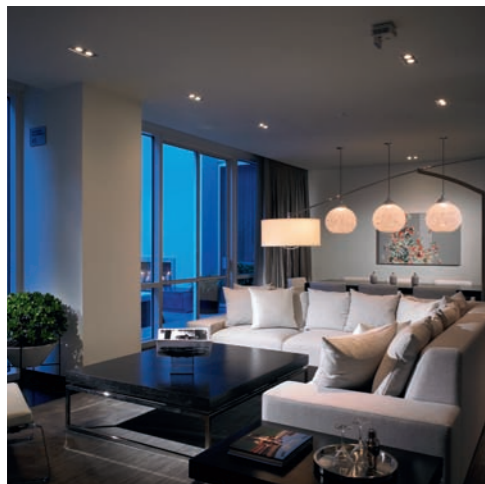
And now, a process of urban revitalisation has begun, starting with a cluster of designer restaurants and retail outlets. The beacon, however, for this vision of a re-energised precinct is the W Hollywood Hotel and Residences.

Following the W Hotels approach, this US\$350 million complex epitomises Hollywood glamour. Developers, Gatehouse Capital, saw the cultural and logistical potential of the site – it's connected to a metro rail and bus system – and devised a range of experiences including hotel, residences, retail, food and beverage, rooftop bar, pool, nightclub, gym and spa.

The design, led by Eddie Abeyta, Principal at HKS, uses a considerate approach, taking inspiration from the site's historical context and celebrating urban integration. This occurs through "responding to the historic buildings that neighbour the site through scale, proportion and rhythm," says Abeyta.

The design masses and organises the public space to front onto Hollywood Boulevard, which Abeyta describes as "a thread that stitches together a history of the film industry". Through a series of overlapping planes and volumes, the architectural façade gives the building a sense of energy and motion towards the Boulevard, while enveloping the public spaces.

As the site is owned by the Metropolitan Transportation Authority, access and integration of the transit features were a major consideration. A subway portal and large bus exchange are crucial to businesses and



PREVIOUS PAGES View from the Hollywood Terrace
ABOVE The lobby features a curved red-carpeted white marble staircase
FAR LEFT Guestrooms are inspired by 1950s and '60s Hollywood films
LEFT The luxurious pre-function seating area

nightlife. The outdoor bar on the ground floor, 'Station Hollywood', activates the metro plaza that links to this mass-transit hub.

The exterior and interior feature elements aim to "evoke classic Hollywood glamour, but with a modern interpretation", says principal interior designer, Sharilyn Olson Rigdon, founder of designstudio ltd. One Hollywood icon, the 'silver screen', is represented in the grandiose planar façade which clads the hotel tower, while a 'red carpet' runs along the open plaza, from Hollywood Boulevard to the entry foyer.

The lobby of the hotel (the 'Living Room') features a curved, red-carpeted white marble grand staircase, set against a curved bronze mosaic wall. Above, a cascading chandelier highlights the soaring gilded ceiling. Hollywood's hipsters are attracted by jazz bands and other performers who play on a raised platform on weekend evenings. Here, they congregate on black, tufted leather sofas sipping drinks from the backlit Onice Fantastico Onyx bar, with a concrete splashback referencing the cast-block walls of Frank Lloyd Wright's Hollywood houses.

Other elements reference the classic Modernism of Southern California, in particular Los Angeles, and a strong connection between the interior and exterior is maintained in a full-height glass wall between the Living Room and outdoor bar. Furnishings and fabrics in the guest rooms are inspired by futuristic Hollywood imagery from the 1950s and 1960s, from films such as *A Clockwork Orange*, *Barbarella* and *James Bond*. Art is integrated into the hotel's design, with two major installations and several smaller works by emerging local artists.

In true W style, the development has lifted the energy of this precinct, and all signs are pointing to a glamorous Renaissance in and around the hallowed intersection of Hollywood and Vine.

Nicky Lobo is Deputy Editor of Habitus, the sister magazine to InDesign.

W HOLLYWOOD HOTEL AND RESIDENCES

CLIENT Gatehouse Capital/HEI Resorts & Hotels
ARCHITECT HKS
PROJECT TEAM Nunzio De Santis (Principal in Charge), Jack Prince (Principal), Eddie Abeyta (Principal Designer), Sergio Saenz (Designer), Oliver Stark (Project Manager), Daryl Robinson (Project Spec Writer), Stan Klermanowicz, Kevin Conklin, Kali Sipes
INTERIOR DESIGNER (CONDO) Daly Genik Architects
INTERIOR DESIGNERS (HOTEL) Architropolis, Myhre Group, designstudio ltd with Lee & Sakahara
MECHANICAL ENGINEER Critchfield Mechanical
STRUCTURAL ENGINEER DCI Engineers
ELECTRICAL ENGINEER Rosendin Electric
CIVIL ENGINEER Fuscoe Engineering
GEOTECHNICAL ENGINEER Golder Associates
GENERAL CONTRACTOR Webcor Builders
LANDSCAPE ARCHITECT Rios Clementi Hale Studios
SIGNAGE Sussman/Prejza
LIGHTING Kaplan Gehring McCarroll Architectural Lighting

ART Lendrum Fine Art
FOOD SERVICE Ricca Newmark
ACOUSTICS Charles M. Salter Associates, Acoustonica (hotel interiors)
SECURITY Niscayah
EXTERIOR BUILDING MAINTENANCE C.S. Caulkins Co.
ELEVATOR CONSULTANT Lerch Bates
BUDGET US\$360 million
TIME TO COMPLETE 6 months
TOTAL FLOOR AREA 90,090m²

HKS (1 214) 969 5599 hksinc.com
FURNITURE Generally, from JC Cody, Delta Furniture and Westwood Furniture.

LIGHTING Generally, lighting from iWorks, Hallmark Lighting, Lightolier, Elliptipar, Translite Sonoma, Vision 3 Lighting, 3G Lighting, Kurt Versen, Specialty Lighting Industries, and Electronic Theatre Controls.

FINISHES In Condo, metal canopy from Zahner. Adhesives, coatings and sealants

from GE. Carpet from Atlas Carpet Mills, Shaw Hospitality Group, Masland Carpets, and Fabrica Fine Carpets & Rugs. Ceilings, insulation and Gypsum from USG. Concrete from Catalina Concrete. Curtainwalls from Woodbridge Glass/Werner Systems. Precast walls from Clark Pacific. Plaster walls from STO. Fabrics from Maharam, Valley Forge Fabrics, and Romo. Flooring from DuraPalm Flooring, Heath Ceramics, Ann Sacks, and Viva Ceramica. Glass from Oldcastle. Gypsum from Georgia-Pacific. HVAC from Critchfield Mechanical. Stone from Cold Spring Granite. Millwork from ISEC. Paints from Frazee. Roofing from Siplast. Site products from Wausautile, and Hydrotech. Steel from Southwest Stair. Wallcoverings from Wolf Gordon, MDC Wall Coverings. Movable partitions from Modernfold.

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