

# BOUTIQUE design

HOSPITALITY REINVENTED

DECEMBER | 2013



## DREAM WEAVER

**INGE MOORE**  
THE GALLERY H&A LONDON  
2013 GOLD KEY DESIGNER OF THE YEAR

# BOUTIQUE DESIGN contents

DECEMBER 2013

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## 2013 GOLD KEY AWARDS: RISK REWARDED | 18

Winners in the 33rd annual competition honoring excellence in hospitality design all share one alluring trait: They dared to be different.

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HBA's Inge Moore, the 2013 Gold Key Designer of the Year, details how her London-based team creates memorable hospitality spaces that help guests escape the humdrum.

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## ON THE COVER

Inge Moore  
The Gallery HBA London  
Photo: Mallinsons



2013 GOLD KEY AWARDS

BEST LOBBY MIDSCALE | BUDGET | FOCUSED SERVICE

FINALIST

HILTON DALLAS  
PARK CITIES

Dallas

DESIGNER Simeone Deary, Chicago

**WHY IT'S A STANDOUT** Instead of indulging the "everything is bigger in Texas" stereotype, this lobby shifts the perspective to what's better about Big-D and the Lone Star state. Craftsmanship ranks high on that list, especially as it relates to Western-wear. So, it was natural to repurpose boots, belts, shirts, belt buckles, spurs, ropes and lassos into sophisticated "art moments." The romance of the cowboy myth gets an urban twist with the studded and leather-wrapped front desks and the hair-on-hide wall hanging. Patterns are bold, but the charcoal palette makes them right for a vibrant, modern city. A chandelier crafted from antlers is a nod to nature—and to the real-world wit of Texans.

**THE TAKEAWAY** Details are the adjectives of a design narrative. A system of decorative screens with motifs shaped like a bull's nose ring carry through the Western feel in a subtle, sophisticated way. These partitions give guests a voyeuristic view of the open lobby and lounge while they work, chill or socialize.



NATHAN KIRKMAN

FINALIST

DELTA OTTAWA CITY  
CENTRE

Ottawa, Ont., Canada



TOM ARBAN

DESIGNER HOK, Toronto

**WHY IT'S A STANDOUT** Canada's Delta Hotels has been hard at work reinvigorating its brand philosophy and positioning. This 410-room property within walking distance of the parliament buildings is the showcase for how much this chain has changed. It also signals a hot new trend in layered space planning. The design team played with the public areas' verticality to create a series of versatile "me," "we," and "us" zones from the lobby to the upper lobby and the mezzanine. An open-flow business lounge filled with natural light houses fully connected work hubs for guests who need solo time as well as comfortable seating where convention delegates (and locals) can network and interact. F&B is the star of the second-floor "resto-lounge," with its chef's inter-action station, wine tasting bar and chef's table. A central staircase zigzags up from the ground floor lobby, offering glimpses of the activity above. Whites is a surprising choice for a mid-tier hotel's dominant color, as are high-end touches such as spaces with wood floors, a parquet focal wall, oversized accessories and an intriguing range of light fixtures.

**THE TAKEAWAY** Infusing lobbies with a real third-space ambience means breaking their functionality down into welcoming parts without making the public space a frustrating visual maze. For this three-star, the designers angled wooden slats to provide some social/private modulation around the work stations. They installed an L-shaped canopy over a table and seating as an alternative to dark, interior meeting rooms. Counters and bars of varying heights offer different sightlines and perspectives on all three lobby levels.

**SOURCES (DELTA OTTAWA)**  
LIGHTING: Bocci Lighting;  
FURNITURE: ISA International;  
Kallhauer; Soho Concept;  
CABINETRY/MILLWORK:  
Multiflex; WINDOW  
TREATMENTS: Solarfective

**SOURCES (HILTON DALLAS)**  
ART: DAC Hospitality;  
Kyle Bunting; Rareform  
Architectural Products;  
FABRIC: Arclite; Edelman  
Leather; Moore & Giles;  
P/Kaufmann; Tiger Im-  
ports; Valley Forge Fabrics;  
FURNITURE: Aceraay;  
Amtrand; D'style; Mitchell  
Gold + Bob Williams;  
RCD; Storgio; LIGHTING:  
Illumination Lighting; Robert  
Abbey; OTHER: Jayson  
Home & Garden; Rareform  
Architectural Products;  
RUGS/CARPET: Brintons;  
STONE/TILE WORK AND  
SURFACING: Stone Source;  
UPHOLSTERY: Charter;  
JLF; Amtrand; WALL-  
COVERINGS: D.L. Couch;  
Knoll; Karoseel; Pratt &  
Lambert; Maharam; MDC;  
Wolf Gordon; WINDOW  
TREATMENTS: DesignTex;  
Fabricut; Semelson Chetelana

HONORABLE MENTION



COSTEA PHOTOGRAPHY, INC.

HARD ROCK HOTEL VALLARTA  
Nuevo Vallarta, Nayarit, Mexico  
Graham Downes Architecture, San Diego



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