

BOUTIQUE design

HOSPITALITY REINVENTED

NOVEMBER | 2019

A portrait of Christopher Nassetta, a middle-aged man with short, graying hair, smiling warmly. He is wearing a dark gray suit jacket over a light blue dress shirt and a matching light blue tie. The background is a blurred interior setting, possibly a hotel lobby or office.

**HAPPY 100TH,
HILTON**

CHRISTOPHER NASSETTA
HILTON



SISTER CITY



ARIANA HOLLAND, OWNER, ABOX COLLECTIVE

Prepare to: Have to continuously draw the crowd. Today's millennials are often driven by selfie-provoking opportunities that can make or break the buzz of a new establishment with continuous Instagram stories, tweets sent en masse and videos capturing every nuanced moment. This forces designers and hospitality providers to push limits in order to keep the eyeballs and maintain the traffic. To

solve the continuing conundrum of the perfect artistically-inspired selfie-companion shot, designers are utilizing grand architectural elements that connect us to our past (out with the flat ceilings and crown moldings and in with the arched ceilings), and an interplay of graphics (high-sensory features like neon-script signage with cheeky messages) that stimulate the senses and compel the next Instagram and Pinterest tags.

Get whisked away at: Grupo Gitano's Garden of Love NYC. That signature pink glowy neon light scripted above the entryway and the use of palm trees, fringed umbrellas, laid rugs and rhythmic drumming tunes are all righteous examples of igniting numerous senses simultaneously.

Sister City shows its wit through unconventional signage that presents itself more like art installations. A front deskless check-in experience and an immersive 24/7 lobby soundscape via a sky camera brings you to the metal wall hanging serving as your, "You Are Here" floor map. Once the IG post in the alleyway is taken and location pin dropped, you experience textural plastered walls and Earthtones.



WILLIAM OBERLIN; LARAH MORAVEK; DIETER CARTWRIGHT, PRINCIPALS, DUTCH EAST DESIGN

Look out for: Cross-programming as a result of the market demanding more well-rounded experiences. The Todd Snyder store in NoMad has a café, and multidisciplinary design firm Roman and Williams Guild New York (selling their own product

designs for the home as well as a curated selection of others) is another good example of retail and F&B. Tokyo Record Bar is both a listening room and a bar.

Coworking will continue to be an interesting space as it absorbs different activations, not just of an F&B nature. Bars and restaurants are taking on coworking components. Lines are blurring. Metrograph in the Lower East Side is both a bar/restaurant and a cinema, while also edging toward coworking.

Our clients are also becoming more adventurous in what they show their customers. They're inviting clientele to see behind the curtain more. We recently completed the restaurant Oxalis in Brooklyn, for which our client required that the kitchen, with all associated prep, was the first thing customers saw upon arrival. The dining experience is very much engaged with the act of preparation. Designers, under these conditions, need to both consider such requirements in the overall layout of a space and design service-related items (such as wait stations and even kitchens) with the same aesthetic rigor as the rest of the bar or restaurant.

Go visit: Public Records in Gowanus—the former headquarters of the ASPCA converted to a café, bar and music venue—is a great contemporary response to the repurposing of an old structure. Oxomoco in Greenpoint is airy and simple with great natural light and excellent food. And it's playful, with an adventurous bathroom.

ADRIAN GAUT (SISTER CITY); AFRICA MIRANDA (HOLLAND); JESSIE ENGLISH (DUTCH EAST DESIGN PRINCIPALS)