

The New Look



W Los Angeles-Westwood

CONCEPT: The redesign of the property included all 258 suites, the poolside cabanas and outdoor areas including the restaurant and lounge, The Backyard. Thom Filicia, Inc., founded by Thom Filicia, design guru for television's *Queer Eye For The Straight Guy*, and W's design team wanted to create "atypical and sophisticated couture environments" that blended with the style and warmth of W Hotels.

The plan for the project was to keep the tone light and full of stylish surprises but always sophisticated and modern. Filicia's vision for the hotel was, in part, inspired by the architecture of the property, which was originally built in 1969 as a UCLA dormitory.

EXECUTION: The suites at the W Los Angeles have been remodeled to feel like chic, modern bungalows combining comfort with the glamour of southern California. A sense of warmth is created by the faux bois paper on the walls, dark graphic carpet on the floors and freshly painted and updated millwork.

The furniture is simple and allows for improved circulation and flexibility of function. By flipping the sofa cushions from light to dark and turning the duvet cover over from sand to grass, the room can be transformed from day to night. Doors are painted in a rich "day's end" charcoal adding a sense of luxury. "Wow" features of the suite include a honeycomb peek-a-boo window connecting the bedroom to the bathroom; white designer Eames chairs; an internally illuminated closet rod; and a glowing ledge in the living room to display artwork.

The pool area was designed to be a natural extension of the hotel with dark rattan chaise lounges, upholstered day beds and recovered cabanas equipped with flat-screen televisions and DVDs. The color palette includes white, cyan, orange, green and brown to convey a relaxing ambience during the daytime while suspended glass lanterns and candlelight evoke a serene, seductive setting at night.

OWNER'S OUTLOOK: The new look of the W Los Angeles-Westwood has been getting positive reviews, according to Jeff Darnell, manager of the hotel, which is owned by Starwood Hotels & Resorts Worldwide. "We have received great feedback from guests who like the new room renovations," Darnell said. "From a form and function standpoint, the new design has created a lot more space for guests to relax, work or socialize," he said.

—Cathy Urell



Design Details:

Project Owner: Starwood Hotels & Resorts **Designer:** Thom Filicia, Inc. **Project Cost:** N/A **Theme/Influence:** California lifestyle combined with a mid-century modern design **Signature Features:** Glowing art ledge in living room of suites, floral/graphic fabrics, bathrooms with "peek-a-boo" windows, suspended glass lanterns **Purchasing Agent:** The Cardy Group **Major Vendors:** N/A