

BOUTIQUE design

HOSPITALITY REINVENTED



NEW YORK MOXY

GEORGE YABU AND GLENN PUSHELBERG
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THE BUZZ

BOUTIQUE 18 UPDATE

PIERRE JOSSELIN

CLASS OF 2014

THEN: Hirsch Bedner Associates (HBA), associate, Atlanta

NOW: Jeffrey Beers Intl. (JBI), studio leader, New York

WHAT JOB CHANGES HAVE YOU MADE SINCE BEING NAMED TO THE B18, AND WHY?

Ever since graduating some 18 years ago from the Super Institute of Art in Paris, I've always wanted to be in New York. I finally made it happen 3 years ago, when I was able to join JBI.

WHAT MAJOR CHANGES HAVE YOU SEEN IN THE DESIGN FIELD SINCE BECOMING PART OF THE B18?

More design disciplines are crossing over into hospitality. In addition to the tougher competition resulting from that, schedules are faster, budgets are lower and expectations are higher. It's never been more challenging to keep an edge, and to keep everyone on track and happy.

HOW DID BECOMING PART OF THE B18 IMPACT YOUR CAREER?

It gave me lots of exposure throughout the field, and also a tremendous boost in self-confidence.

WHAT ARE YOU WORKING ON NOW?

The renovation of the Four Seasons in Vail; a high-end condominium in Boston (shown); and a product line for JBI—sorry, can't provide any details on the latter just yet!



PHILLY BANK REINCARNATED AS AN ALOFT HOTEL



A former house of finance in the City of Brotherly Love has been reborn as an Aloft hotel. The latest location for the self-proclaimed "style at a steal" Marriott brand is a 179-key hotel housed in the 1920s-era Liberty Title & Trust Building in downtown Philadelphia.

Architecture/interior design firm Stonehill & Taylor renovated the existing structure's interiors and, in conjunction with local Powers & Co. and Blackney Hayes Architects, expanded it to connect to the Philadelphia Convention Center. Blackney Hayes also renovated the hotel's façade.

The Aloft Philadelphia Downtown's entry experience features a street-level vestibule with original marble flooring and a rotating display of contemporary art. The second-floor lobby, previously the bank's main level, includes 27-ft. coffered ceilings lined with bank seals, 23-ft.-tall arched windows, a Liberty Bell floor medallion, a clock from the building's original incarnation and a black marble bar counter with an illuminated bottle display.

The space is furnished with semi-circle banquettes, angular tables with reflective finishes, rounded lounge chairs and custom black metal chandeliers that reference the cracked Liberty Bell. Vintage safety deposit boxes from the original bank decorate the floor-to-ceiling bookshelf.

Lined by a digital ticker, an arched entryway featuring neon art leads to the mezzanine. That floor includes a balcony overlooking the lobby; an outdoor terrace bar dubbed the Back Yard; Refuel, a grab-and-go café; a fitness center in the original bank vault; and private meeting rooms.

In the guest rooms, project participants say they opted for a minimalist approach, with photographic works incorporated into tufted headboards and carpet designs inspired by brushstrokes.