

# BOUTIQUE design

HOSPITALITY REINVENTED

DECEMBER | 2018



## DOUBLE THREAT

SUNDUKOVY SISTERS  
GOLD KEY DESIGNER OF THE YEAR



FINALIST

## THE SOCIAL AT HILTON HEADQUARTERS MCLEAN, VIRGINIA



**DESIGN FIRM:** CORE architecture + design, Washington, D.C.

**THE COMMISSION:** Mirror Hilton's renowned hospitality experiences with a custom brand identity for a space that encourages both formal and informal meetings. Increase interaction between staff and guests alike by using pathways, edges and moments of discovery that create a fun, uncomplicated design that's easy to navigate. Include six individual fast-casual food hall stations as well as a full-service Starbucks café.

**THE CHARRETTE:** Set the stage for connection with stadium seating, video walls and a sophisticated lighting program that adjusts to different people's needs at different times of day. "Following circadian rhythms to promote health and wellness, the lighting also pays special attention to LED color temperatures that would be best suited for food displays and tasks," explains Allison Cooke, principal with CORE architecture + design.

**THE COOL STUFF:** Bold, directional angles throughout, coupled with the ceiling's wood panels and linear lighting. An operable glass wall allows direct, seamless access to the adjacent outdoor terrace, making it an extension of the flexible indoor workspace and creating another area to host events.

**THE CARRY-OUT:** Don't underestimate the power of choice. Providing varied seating options such as traditional cafeteria style tables and chairs, intimate meeting nooks and even rocking chairs and soft benching gives people their own personal space without literally walling them off.

SOURCES

**OWNER:** Hilton, McLean, Virginia; **OPERATOR:** Sodexo, Gaithersburg, Maryland; **DESIGN FIRM/ARCHITECT:** CORE architecture + design, Washington, D.C.; Allison Cooke, principal; Daniel Chapman, senior interior designer; Kristen Van Hise, Michael Borissow, Marina Laurence, Carly Lisnow, Daniel Mayo, designers; **PURCHASING COMPANY:** Washington Group Solutions, Falls Church, Virginia; **GENERAL CONTRACTOR:** HITT Contracting Inc., Falls Church, Virginia; **DESIGN CONSULTANTS:** Coliber Design Inc., Sterling, Virginia (MEP Engineer); Fernandez Associates, Falls Church, Virginia (structural engineer); Rathgeber/Doss Associates, Derwood, Maryland (structural engineer); Next Step Design, Annapolis, Maryland (foodservice design); Walter L. Phillips Inc., Falls Church, Virginia (civil engineer); Landscape Architecture Bureau LLC, Washington, D.C. (landscape designer); Acoustics2, (acoustical); Rosa D. Chaney AIA, PLLC, Arlington, Virginia (LEED); Diversified, Kenilworth, New Jersey (AV consultant); Copeland Design, Chevy Chase, Maryland (signage); MC Sign Co., Mentor, Ohio (signage); Hilton, McLean, Virginia (branding); Agency E.A., Chicago, Illinois (digital media); **ARCHITECTURAL MATERIALS:** Pulp Studio; **AUDIO/VISUAL & ELECTRONICS:** Diversified; **FABRICS:** Designfax; Jamie Stern Leather; KnollTextiles; Luum Textiles; Maharam; **FLOORCOVERINGS:** Crossville Inc.; Interface Hospitality; Kelay Flooring; Porcelanosa; **FURNITURE:** AFRA Furniture; Anna Karlin; Arco; Beschley Furniture Co.; Bernhardt Design; California's Finest; Design Within Reach; Galanter & Jones; Jamie Stern; Kettal; Miles & May; Sancal; Sandler Seating; Sironi; Stosago; Table Topics; **LIGHTING:** Cerno; Ketra Lighting; One Source Associates; Stickbulb; **SIGNAGE:** Copeland Design; MC Sign Co.; **SURFACING MATERIALS:** Chermata; Concrete Collaborative; Creative Materials Corp.; Deltile; DuChâteau; Fireclay Tile; Nemo; **WALLCOVERINGS:** Innovations; Korosoa Arte; **WINDOW TREATMENTS:** Carnegie; KnollTextiles; **OTHER:** Caesarstone; Delton (solid surface countertop); Washington Woodworking (millwork); Wood, St. Gobain, USG, Visual Graphic Systems Inc. (ceilings); AK Metals (custom metal fabrication); Trimark USA LLC (kitchen equipment); Hilton Group (exhaust hoods)

FINALIST

## THE MARKET AT WATERSIDE DISTRICT NORFOLK, VIRGINIA

**DESIGN FIRM:** Jeffrey Beers Int'l., New York

**THE COMMISSION:** Electrify Norfolk's social scene with a new 55,000-sq.-ft. dining and entertainment destination. Create a marketplace that's a gathering point for the whole Waterside District development, making room for 10 food stalls and a menu of bars. Bookend the project with multiple restaurants. And don't forget to save square footage for a stage for live music; a large LED screen for sports, movies and activities for the community; and features that are activating and inspire further development along the waterfront.

**THE CHARRETTE:** Imagine that the building once served as a warehouse for the ship yards, glorifying the grit of exposed structural elements such as timber-clad skylights and ceiling panels of steel and wood featuring suspended rows of warmly glowing Edison bulbs at each entry point. Reference the

nautical and industrial history of the Norfolk Naval Shipyards with authentic materials such as stained concrete, reclaimed wood, blackened steel and white-washed brick.

**THE CHALLENGE:** Humanize and anchor the expansive space to avoid a cold feeling. An illuminated clock face adorning the glass and steel elevator shaft does just that, as does the softening effect of greenery in steel-framed planters fitted with casters so they can move around the space to fit various program needs.

**THE COOL STUFF:** "Wooden retractable bleachers provide fun, informal seating between events and can be quickly relocated for large parties or replaced by a stage," says Michael Pandolfi, studio leader, Jeffrey Beers Int'l.

**THE CARRY-OUT:** Oversized board games like Connect Four can add to ROI by enticing guests to stay and play.



SOURCES

**OWNER/OPERATOR:** The Cordish Companies, Baltimore, Maryland; **DESIGN FIRM:** Jeffrey Beers Int'l., New York; Michael Pandolfi, studio leader; Monika Chmielowska, senior interior designer; Zarina Gebereawa, Dani Hauser, interior designer; The Cordish Companies, Baltimore, Maryland; Rich Burns, director of architecture; **ARCHITECT:** BCT Architects, Baltimore, Maryland; **PURCHASING COMPANY:** Leap Hospitality, Liberty, Missouri; **GENERAL CONTRACTOR:** Buffalo Construction, Louisville, Kentucky; KBE Building Corporation, Farmington, Connecticut; **ARCHITECTURAL MATERIALS:** Benjamin Moore Paints; **BATH & SPA:** American Standard; Bobrick; Kohler; **FLOORCOVERINGS:** Carlisle Wide Plank Floors; LV Wood; **FURNITURE:** Leap Hospitality; **LIGHTING:** CB2; Circa Lighting; Rejuvenation; RH Contract; Shades of Light; The Lighting Practice; West Elm; **SURFACING MATERIALS:** ABC Stone; AKDO; Cambria; Deltile; Fireclay Tile; **WALLCOVERINGS:** Maya Romanoff; Wolf-Gordon; **OTHER:** Hewn Elements (millwork)

MICHAEL MORAN (THE SOCIAL); MAX TOUHEY (THE MARKET)