

hospitalitydesign

spring forward

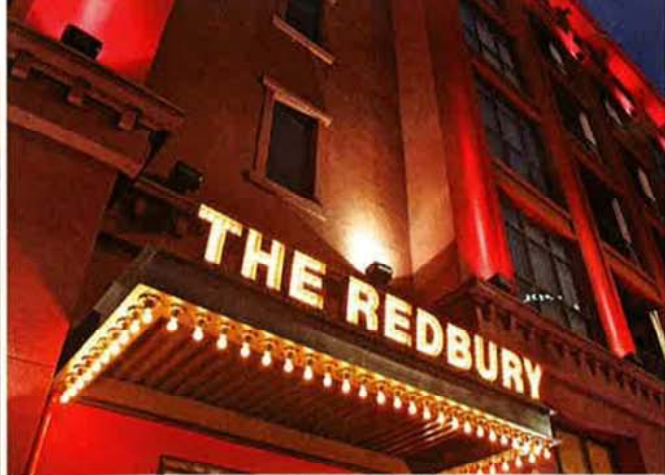
projects, products, people
for a new season



By Stacy Shoemaker Rauen
Photography by Skott Snider

This photo: A bedroom at the Redbury, filled with bold, eclectic prints and colors for a bohemian, townhouse-inspired look.
Inset: The hotel's façade, done in its namesake color.





night at the redbury

SBE's newest concept
opens in Hollywood

SBE's CEO Sam Nazarian has never been one to follow the status quo. So when he took over the failing Palihouse hotel in Hollywood, he seized the opportunity to invent a new brand: the Redbury. To make it happen in just 90 days, he turned to celebrity photographer/music video and commercial director Matthew Rolston. "We are at an interesting time in the industry, at a unique fork in the road. Right now, everyone is looking for a new vocabulary and a new direction—something that transcends hospitality and lifestyle. We wanted to create something that hasn't been created before, that's away from the cookie-cutter types we see now," explains Nazarian, noting that he chose Rolston because not only is he the "perfect" SBE customer, but he admired his talent of taking something people have seen 100 times, and doing something provocative and tasteful with it.

"The ambiance is meant to convey the warmth of a townhouse, with a touch of rock 'n' roll cool, and a sense of Hollywood history," Rolston says. Like his work as a director, the effort he says, was a collaborative one with SBE's design team and local firm Avenue Interior Design. "We wanted guests to feel comfortable, relaxed, and at home, but also convey an exciting sense of destination and romance. [Sam] wanted guests to feel as if they were actually in one of my photographs or music videos...a theatrical experience."

Built originally as an extended-stay model, the smallest unit measures 800 square feet, and they all boast kitchens, laundry facilities, and outdoor patios. Textures, materials, furnishings, and colors are bold and eclectic, and as Rolston describes, have an almost "Victorian-era English inspired quality" to them. "This is the 'no-beige' concept," he says.

Gold, tan, black, and brown hues act as a backdrop to expanses and pops of the hotel's namesake color and colorful paisley wallpapers, ethnic-inspired textiles, and Turkish, Afghani, and Persian carpets. At the same time, Rolston masterfully infused the spaces with oiled and antiqued finishes; industrial touches like exposed ductwork; one-offs found at local thrift shops and swap meets; stacks of antique inlay boxes; and lamps made with intricate beading and silk. "Everyone thought they would only look good in their grandma's house but they found a perfect home at the Redbury," says Avenue's principal Ashley Manhan about the lamps found in the lobby.

Even floors are confident: black-and-white checkered in the ground floor lobby and a black, white, and red plaid carpet for guest hallways. "The design is bohemian, a feel that is not overly designed. It's like going to a sophisticated flat in London or Rome," Nazarian says.





The Redbury

Hollywood, California

Owners CIM Group and SBE

Architecture Firm Cunningham Group, Los Angeles

Interior Design Firm Matthew Rolston, Los Angeles

Contractor Alpha Construction, TH O'Connor Building Corporation, and Cleo

Purchasing Firm Canoe Hospitality

Project Manager Jason Cruce, Crescent Consulting Collaborative

Design Consultant Avenue Interior Design, Venice California

**Designers did not provide sourcing for furnishings shown.*

Appropriately, photography plays a dramatic role. Floor-to-ceiling images of Hollywood starlets from the '30s and '40s punctuate the hallways, and a 10-by-10-foot backlit mural of an image of Hollywood actress Theda Bara as Cleopatra from the 1917 film acts as the focal point at the entrance to the hotel's Mediterranean restaurant, Cleo. Art is even a conversation piece in the guestrooms, says Manhan, where various framed paintings replicated from those found at flea markets and antique stores form a salon wall above the bed.

"We wanted to bring back the true glamour of old Hollywood in a brand new building. [We tried] to add a soul to the DNA of this building," Nazarian says. **hd**

www.matthewrolston.com; www.avenuelosangeles.com; www.sbe.com

This and opposite page, clockwise from top left: A lobby seating vignette features a vintage French chest covered in newspapers topped with knickknacks found at local flea markets and boutiques; a red wall defines a guestroom's kitchen; in the ground floor lobby, a pulled back theater-inspired curtain reveals a staircase that leads to reception on the second floor; large-scale images of Hollywood starlets punctuate guestroom corridors; and each guestroom's living room features an antique-looking rug to make it truly feel like someone's home.

