

# BOUTIQUE design

HOSPITALITY REINVENTED

JUNE | 2018

## HEROES AND MAVERICKS

LARRY TRAXLER (FIRST ROW, SECOND FROM RIGHT)  
HILTON

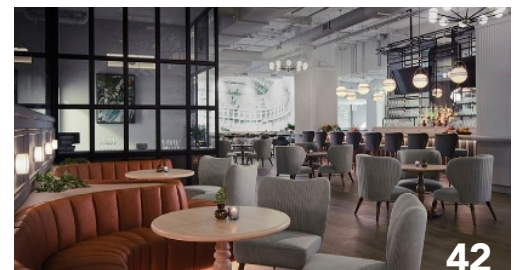




# BOUTIQUE DESIGN contents

JUNE 2018

VOLUME 14 | ISSUE 5



## SHAPE UP | 20

Fitness and wellness spaces are hitting the top of today's design leaderboard. They're bigger, better and bolder than ever before. Work out your next healthy project with insights from the masterminds behind ((305)) Fitness, Attitude at the InterContinental Los Angeles Downtown and REVIV at The Cosmopolitan of Las Vegas.

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They spend their billable hours revolutionizing how hotels, restaurants and bars look and function. Off the clock, they're changing the world for those most in need, in their own backyards or on the other side of the planet. Find out how these dynamic individuals are living their calls to action. Then do likewise.

## GOOD INNINGS | 42

Stantec Architecture and Studio K Creative knock it out of the park with their design for Hotel Zachary at Gallagher Way. A newbuild in the shadow of Chicago's Wrigley Field, the boutique hotel blends references to the legendary ballpark's architect with nods to the revived Wrigleyville neighborhood to score with travelers and locals alike.

## BDWEST REVIEW: MASTER CLASS | 50

This year's Boutique Design West (BDwest) in Los Angeles brought together leading hospitality design professionals and more than 250 manufacturers from around the world. From wow-inducing social events to an educational and inspirational conference lineup, find out why the two-day trade fair was a must-see for the industry's most prominent power players.

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## ON THE COVER

Larry Traxler, Hilton  
Photo: Courtesy of Larry Traxler

# FROM THE editor

BY MARY SCOVIAK, EXECUTIVE EDITOR

## SUPERHEROES

**DESIGNERS' DAY JOBS** (OK their day-to-night jobs) are about making the world more beautiful. But, there's a lot of "ugly" outside of the experiential bubbles of hospitality spaces that can't be prettied up with great art or the right chair. This issue celebrates the creatives who put as much effort into designing a better life for people in need as they do into crafting a built environment that is healthy, inspirational and aspirational.

You can, too. The seven Heroes and Mavericks featured in the story that starts on page 28 share insights on how and why they make doing well and doing good essential parts of their lives. Though their titles, companies and causes are diverse, they all share the idea that everybody can do something. Maybe that just means writing out a check or taking a donation to the local food pantry. OK, so that's not going to have the impact of building a hospital or school in Africa or working to improve the plight of a Downtown Los Angeles' homeless community, but it will bring meaningful change to a fellow human who doesn't have enough—whether that's food, shelter or hope.

These thought-and-action leaders are all about change. They don't just put that in the box of their philanthropic work; they take it into the workplace as well. Mavericks one and all, even the most introverted and soft-spoken, found a powerful voice when they had to stand up for design concepts clients didn't like or fight against management processes that favored fawning, complacency and speak-when-spoken-to constraints. Their conscience-driven approach to their life- and workstyles is also effecting a sea change in office culture.

Expect more hospitality design and corporate ownership/operations design departments to integrate kinder work/balance programs and social responsibility initiatives into their pitch to get and retain the most talented teams. As the features on new trends in fitness and wellness design, which starts on page 20, and Chicago's Hotel Zachary, which opens on page 42, demonstrate, every project can be an opportunity to improve one person's life—or at least his or her momentary mood. Whether that means providing cool, functional destinations that make health-conscious guests want to post a personal best or amping up neighborhood pride with a hotel that's a second home for travelers and locals, design can do a lot to move the life/lifestyle needle.

What's good for business can also be "good" generally. Just ask this month's Exit Interview, Miriam Torres, cofounder of Parker-Torres Design with Barbara Parker. In her comments in the story on page 84, she talks about her hopes to open a new office in her native Puerto Rico to stimulate economic growth and provide jobs in the lingering aftermath of Hurricane Maria.

Read on to get motivated—then share your ideas with us at [BoutiqueDesign.com](http://BoutiqueDesign.com) or on our social media.



**BOUTIQUE**  
design

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## HEROES AND MAVERICKS

# WORLD BEATERS

Prepare to get motivated to change your projects, process and the plight of people who need help in your neighborhood and on the other side of the globe. Seven hospitality industry superheroes show what a huge difference one person can make.

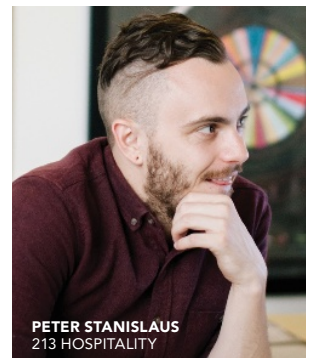
BY MARY SCOVIAK AND ORIANA LERNER

**THIS YEAR'S HEROES AND MAVERICKS** feature comes with a conscience advisory warning. If you've used any of the standard excuses to avoid standing up for what you believe at work or stepping up to give back in your (all-too-short) off-hours, you're probably going to feel some real-time guilt.

That's exactly why *Boutique Design* chose these diverse role models. They all have time-intensive day jobs. They've all risked a lot to buck conventional wisdom and bring human-centric improvements to their workplaces and work processes. And, they've all seen that, when they came face-to-face with people who really need help, it's on them to find a way to lend a hand—and then enlist support from family, friends, colleagues and anyone within reach of social media.

There's no template for superhero/maverick status. AAHOA's Hitesh Patel, Hilton's Larry Traxler and HKS Inc.'s Ellen Mitchell-Kozack have the context of industry giants to help get their messages heard (interesting that Patel is known for his steady-handed leadership while both of the latter consider themselves introverts). Clodagh, who heads her eponymous design firm, and Barbara Lazaroff, of Imaginings Interior Design, Inc./Wolfgang Puck Brand, IP, followed their singular visions to success—including when they were just voices in the wilderness (Clodagh took flak for championing alternative modalities; Lazaroff was pilloried for her love of strong color and embrace of forward-looking technology). GOCO Hospitality's Ingo Schweder had to face down a life-threatening bout with cancer to find his true path to wellness hospitality and a commitment to make giving back part of his life and workstyle. 213 Hospitality's Peter Stanislaus fell in love with Downtown Los Angeles (DTLA), but that love wasn't blind. He clearly saw the need to improve the lot of the area's homeless and spearheaded a program to address that.

These overachievers found ways to use their weekends, holidays and work connections to make their 9-to-whatever lives and those of the far less fortunate better. And so can you. Find out how they do it—and get more details on their roadmaps to changing the world here and in an exclusive web extra on [BoutiqueDesign.com](http://BoutiqueDesign.com).



DANIEL AUBRY (CLODAGH); COURTESY OF IMAGININGS INTERIOR DESIGN INC. (LAZAROFF); COURTESY OF HKS INC. (MITCHELL-KOZACK); COURTESY OF AAHOA (PATEL); COURTESY OF GOCO HOSPITALITY (SCHWEDER); COURTESY OF 213 HOSPITALITY (STANISLAUS); ROBERT ISACSON (TRAXLER)



# GLAMAZON GIVER

BARBARA LAZAROFF, A.S.I.D. | PRESIDENT, IMAGININGS INTERIOR DESIGN, INC.; COFOUNDER, WOLFGANG PUCK BRAND, IP; CREATOR OF THE FLAME OF LIFE PRODUCTS – PLATES THAT SERVE THE COMMUNITY

**WHY REAL LIFE ISN'T A FANTASY AND WHY DESIGN MUST STILL BE ASPIRATIONAL:** I was born into a working-class Bronx household. I dreamed about elegant travel like Ginger Rogers with Gene Kelly, complete with dozens of steamer trunks. My life didn't unveil itself with quite that ease; it took many years of education, with three jobs at a time to afford the gift of knowledge. I'm fortunate to have a beautiful home now, often in stages of remodel, but I have experienced that real life is not a classic film fairy tale. Real life was years of long hours overseeing various construction sites; even on my hands and knees in concrete. I've applied this same attention to detail on all of my projects. The biggest drawback to my design and restaurant life was being away from my sons.

I've incorporated many unique artisans' work in my projects, storytelling with a variety of materials as well as my love of color. Color transports me, evoking many distinctive cultures, the beauty of nature, and a youthful sensation of happiness and wellbeing. I look at social media and magazines now and finally see more color schemes and concepts with a brighter statement on design. Being slightly ahead of the zeitgeist is the definition of innovation. Stepping out of your comfort zone is vital; if you are hitting the bullseye every time you are likely standing too close to the target.

## WHAT A HEALTHY ENVIRONMENT MEANS TO

**HER:** Wellness isn't about one aspect of the hospitality, work or home design and experience. Natural materials, recycling/upcycling are just a few pieces of the puzzle. It's more than incorporating healthy food into your home or a hospitality space. Lighting, for example, has a tremendous impact on the sense and actual physical wellbeing in the built space. Research has shown that certain lighting, (such as florescent) can actually sap muscle tone and make employees fatigue faster. Color creates different physiological responses in people, affecting heart rate, galvanic skin response and more; emotional responses are translated into physical reactions. Certain health care facilities and schools have considered color choices based on research.

## WHY SHE'S MADE GIVING BACK HER LIFELONG

**MISSION:** Caring for others was a part of my upbringing; even though we had limited resources my

mother made helping others a must, so it's now a part of my happiness DNA. Philanthropy is something I've prioritized alongside my design and operations careers. I started seeing a great deal of food waste and it troubled me. Cofounding the American Wine & Food Festival for Meals on Wheels has raised over \$25 million in 28 years for homebound elderly and other shut-ins, and my 34 years of Spago Passover charity seders for Mazon have helped feed LA families. These efforts were instrumental in receiving my 1994 James Beard Humanitarian of the Year Award, the 2010 KindredSPIRITS Humanitarian Award and in 2013, the National Association of Women Business Owners Legacy Award for Philanthropy. I cocreated the California Spirit event for the American Cancer Society, raising tens of millions for research, education and support. As a founder of Women Chefs & Restaurateurs, we mentor and provide scholarships to women in the hospitality industry. I support Project Angel Food, Big Brothers Big Sisters, the Zimmer Children's Museum and I serve on the boards of the Israel Cancer Research Fund and Friends of Sheba Medical Center. Recently I have become involved with YOUR-MOMCARES, which among other initiatives supports the national Children's Health Fund. My mantra: "If you want the community to be interested in you, you must be vested in the community." Additionally, 100% of the proceeds of my Flame of Life Dinnerware, sold on Amazon, are donated to various causes.

## OTHER WAYS SHE APPLIES HER DAY-JOB SKILLS TO HER HUMANITARIAN WORK:

In 2006 Aviva Family and Children's Services presented me with their Spirit of Compassion Award. I renovated their Annenberg home for girls with the generosity of manufacturers, artists and builders — it was a hands-on project. Four years and \$1 million later their once-leaky 50-year-old building feels more like home.

## HOW HER MAVERICK APPROACH TO LIFE

**SHAPED HER WORK:** I didn't have the finances and time to experience all I dreamed of when I was younger; however, I was a traveler in a different manner because my education was diverse. I've studied the theater arts, and then as quite a departure, bio-chemistry and experimental psychology, seriously considering medical school. My degree in design along with my earlier education and skills



always merge in my personal and professional life. Sometimes you have to think like a stage designer to set the mood. I certainly did with my first restaurant, Spago Hollywood, with its open kitchen; I showcased the chefs as my stars. My medical studies have imbued me with a lifelong interest in health and wellness that I bring to all my work.

## WHAT SHE FEELS ARE THE BIGGEST IMPACTORS ON DESIGN:

Climate change is the fundamental design challenge of the era, and the greatest test for architects and designers will be how they respond creatively and thoughtfully with responsible intervention. How do design professionals build for the inevitable natural disasters? It is imperative to engage the great thinkers in all fields, professionals in crafting healthier, safer, more sustainable projects that respond to our changing world.

Other design impactors include technology, (from 3D printing and rendering to VR and generative design), that will very swiftly and continually be supplanted by more advanced ones. Hopefully some of these technologies, as well as more ethical design activism, will create more advocates for wellness and the caretaking of this glorious world so that we may share it more equitably.