

The World's Tallest Skin 23 GIS and You 50 Transmaterial 3 26
 Hospitality Galore 57 Venturi, Scott Brown Redux 40

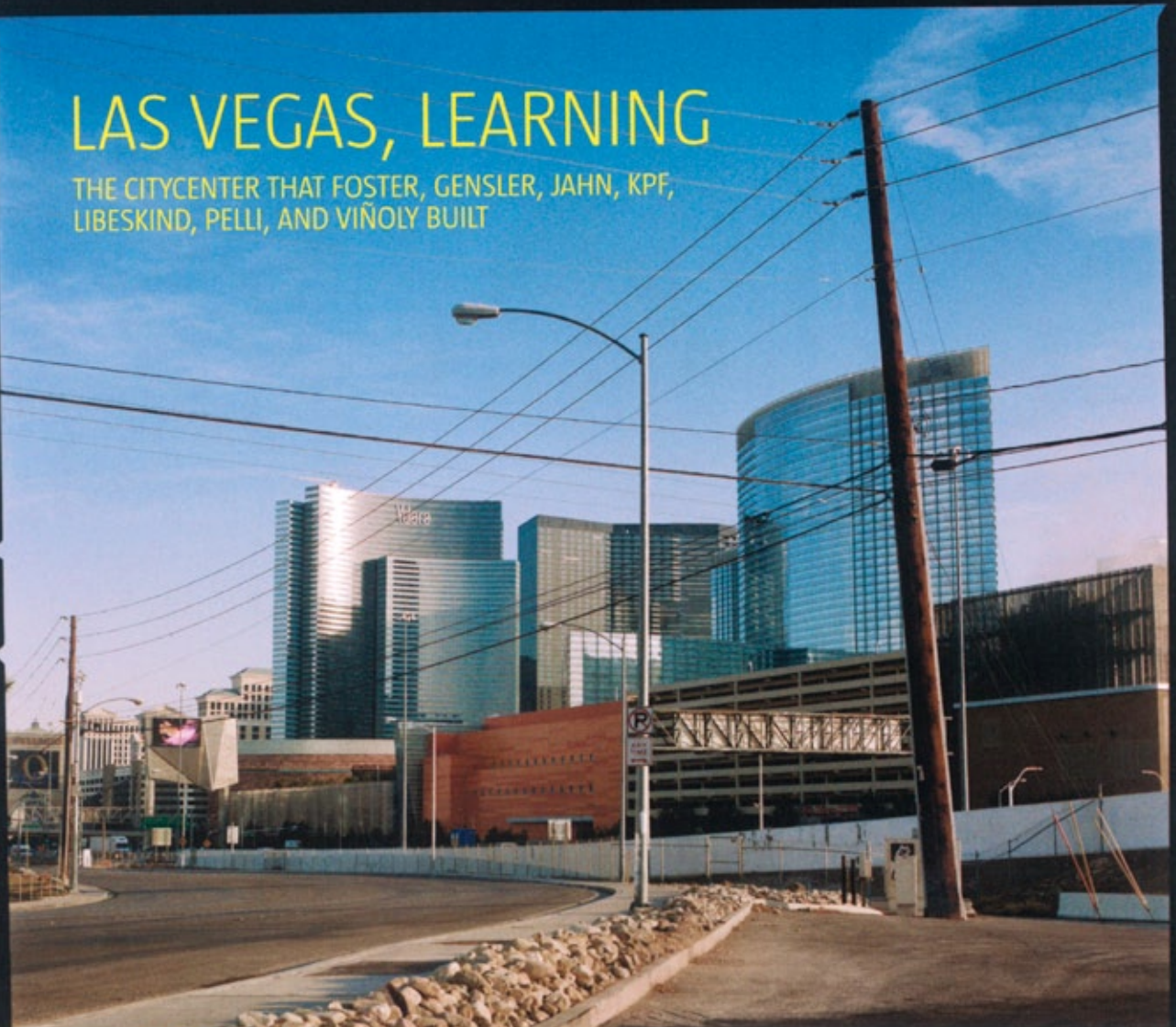
ARCHITECT

hanley wood

KODAK PORTRA 800-2 47 800-2

LAS VEGAS, LEARNING

THE CITYCENTER THAT FOSTER, GENSLER, JAHN, KPF, LIBESKIND, PELLI, AND VIÑOLY BUILT



#BXNSCDN *****CPR-RT LOT**C-028
 #D1144T1/CB/9#
 MR4 ART1 MARI0 0001 #386 #112790
 ELIZABETH SKOMRONEK - SENIOR ASSOCI/CORP E
 GWATHMEY SIEGEL ASSOC ARCH
 475 10TH AVE FL 3
 NEW YORK NY 10018-1198

→ BUILDING

① 2 3



TEXT BY ERNEST BECK

W HOTELS

LOS ANGELES; ATLANTA; NEW YORK; HOBOKEN, N.J.
HKS; PICKARD CHILTON; GWATHMEY SIEGEL & ASSOCIATES ARCHITECTS

The W Hollywood Hotel & Residences splits guest rooms and residential units into two connected buildings. Billboards, designed by Sussman/Prejza, are attached to a steel structure that stands parallel to the hotel. When illuminated, the supergraphics become a "glowing icon in the night," HKS principal Eddie Abeyta says.

SINCE THE DEBUT more than a decade ago of the W hotel chain, the contemporary lifestyle brand of the Starwood hospitality empire has always used design and architecture—as well as a hip attitude—to attract guests from the worlds of media, fashion, and entertainment. With 36 hotels already in the lineup and a raft of openings now under way to nearly double its footprint and expand its residential offerings, W is again highlighting design as a brand-builder and location signifier.

The new W Hollywood Hotel & Residences, for example, at the legendary corner of Hollywood and Vine, was conceived as a tribute to the movie industry and the celebrity culture and city that surround it. "Imagery is so important for Hollywood,"





says Eddie Abeyta, design director for the W Hollywood project at Dallas-based HKS Architects. "So we tried to connect the forms and architectural expression with what everyone has in their mind about Hollywood."

The 15-story development includes a 300-room hotel and a separate tower with 144 condos, in attached buildings made of conventional glass, aluminum, and architectural precast. But a number of design details, materials, and decorative features provide a requisite shot of glamour. Most appropriately, guests approach the hotel on a red carpet made of terrazzo with custom-made integral red aggregate. A two-story glass wall facing the hotel lobby (or "living room" in W-speak) features a retractable screen for showing movies, which transforms the façade into a giant silver screen.

The layout of the hotel provides spaces for both public gawking and secluded dealmaking. Because the site sits atop a busy Metro Rail stop, riders can catch a glimpse of Hollywood bigwigs at work as they approach the escalators. On the second and third floors, rooms have been converted into special spaces for press-only junkets with celebrities. The lobby, with its dramatic circular staircase (very Fontainebleau, as some critics have pointed out) and a chandelier (by Portland, Ore.-based Designstudio Ltd.) with cascading Swarovski crystals, is pure Hollywood.

By comparison, two New York-area W hotels and another in downtown Atlanta are all cool corporate sleekness, in line with W's typically minimalist aesthetic, with some interventions to break the mold.

On the New Jersey waterfront, the W Hoboken Hotel & Residential Condominiums is a 26-story wedge-shaped metal-and-glass tower by New York-based Gwathmey Siegel & Associates Architects. The north and south façades feature a sawtooth pattern formed by angled bay windows in the hotel's midsection. This approach lends a distinctive pattern to the exterior while the bay windows enhance the room experience so guests "don't feel they are in a module or a box," says principal Robert Siegel. Across the river at the W New York-Downtown Hotel & Residential Condominiums, also by Gwathmey, the soaring 57-story tower features a glass curtain wall with a pattern of white, gray, and clear panels, as well as a lobby terrace fronting the World Trade Center Memorial.

For the Atlanta W, New Haven, Conn.-based architects Pickard Chilton chose a reflective glass and aluminum curtain-wall system, and bisected the otherwise boxy tower in the Allen Plaza office complex with a slit at floor 16—separating the hotel from the condos—to provide space for a pool and spa with city views. "The goal was a high-profile hotel in the heart of the leading city in the Southeast," says principal Jon Pickard. That vision included a rooftop helipad, which, he adds, "provides a little more panache" and a discreet entry for arriving A-list guests.

Unique touches at each of its locations are what make W a savvy brand: Hire different architects who know the area, target the likely traveler, add a trendy name, and you turn each hotel into a destination.

W HOLLYWOOD HOTEL & RESIDENCES • HKS





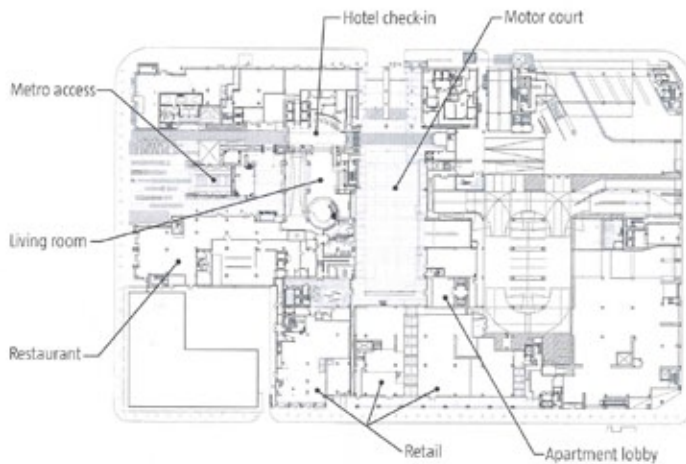
1. The double-height lobby of the W Hollywood has touches of silver-screen glamour. A chandelier of dangling Swarovski crystals dominates the red runner-clad circular staircase that leads to the second floor, which houses meeting rooms and spaces for celebrity press junkets.

2. At the main guest entrance, the red terrazzo carpet that signifies the approach to the hotel continues inside in the form of a plush red carpet.

3. Several discrete seating areas allow for people watching and for wheeling and dealing. The second floor catwalk becomes a sculptural element in the space, and a double-height curtain wall overlooks Hollywood Boulevard.



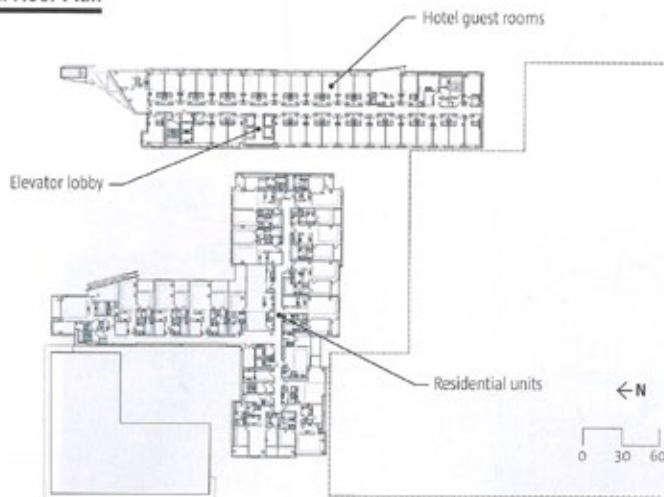
Ground Floor Plan



Second Floor Plan



Typical Floor Plan



Project Credits

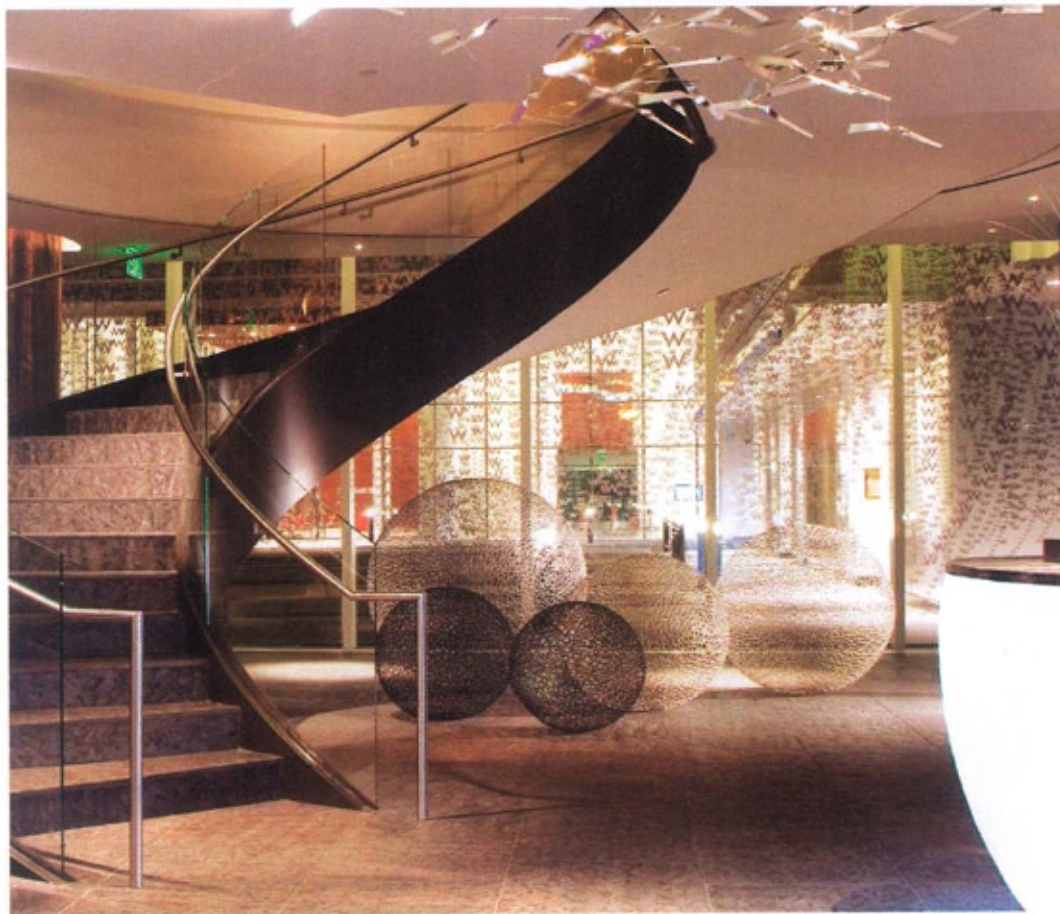
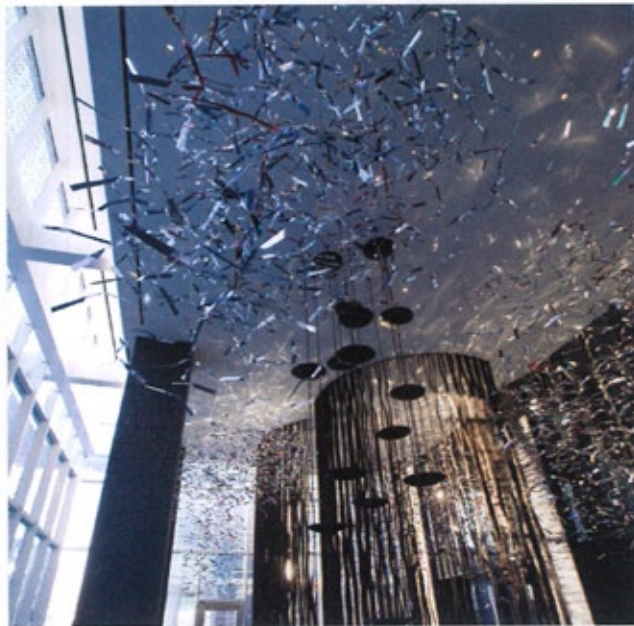
Project W Hollywood Hotel & Residences
Client Gatehouse Capital/HEI Resorts & Hotels
Architect HKS
Interior Designer (residences) Daly Cenik Architects
Interior Designer (hotel) Archtropolis (early phase); Myhre Group (middle phase); Designstudio w/Lee & Sakahara (final phase)
Interior Designer (restaurant) Zeff Design
Mechanical Engineer Critchfield Mechanical
Structural Engineer DCI Engineers
Electrical Engineer Rosendin Electric
Civil Engineer Fusco Engineering
Geotechnical Engineer Golder Associates
General Contractor Webcor Builders
Landscape Architect Rios Clementi Hale Studios
Signage Sussman/Prejza
Lighting Kaplan Gehring McCarroll Architectural Lighting
Art Lendrum Fine Art
Food Service Ricca/Newmark
Acoustics Charles M. Salter Associates; Acoustonica (hotel interiors)
Security Niscayah
Exterior Building Maintenance C.S. Caulkins Co.
Elevator Consultant Lerch Bates
Size 969,726 gross square feet

Material & Sources

Coatings GE ge.com
Building Management Systems Siemens siemens.com
Carpet Atlas Carpet Mills atlascarpetmills.com; Design Origins shawhospitalitygroup.com; Masland Carpets maslandcarpets.com; Fabrica Fine Carpets & Rugs fabrica.com
Exterior Wall Systems Werner Systems (curtain wall) woodbridgeglass.com; Clark Pacific (precast) clarkpacific.com; STO (plaster) sto.com
Glass Oldcastle oldcastle.com
Gypsum USG usg.com; Georgia/Pacific gp.com
HVAC Critchfield Mechanical cmhvac.com
Lighting iWorks iworksus.com; Hallmark Lighting hallmarklighting.com; Lightolier lightolier.com; Elliptipar elliptipar.com; Translite-Sonoma translite.com; Vision 3 Lighting vision3lighting.com; 3G Lighting 3glighting.com; Kurt Versen kurtversen.com; Specialty Lighting Industries specialtylightingindustries.com
Stone Cold Spring Granite coldspringgranite.com
Paints and Finishes Frazee frazeepaint.com
Roofing Siplast siplast.com
Wallcoverings Wolf Gordon wolf-gordon.com; MDC Wallcoverings mdcwall.com

→ Full materials & sources at architectmagazine.com

W ATLANTA DOWNTOWN
HOTEL & RESIDENCES
PICKARD CHILTON



W Atlanta Downtown Hotel & Residences

The recently opened W Atlanta Downtown Hotel & Residences, designed by New Haven, Conn.-based Pickard Chilton, has 237 guest rooms and 74 residences. For a change of pace from its sleek corporate cousins in the Northeast, the W Atlanta features a more partylike atmosphere courtesy of interior designer Burdiflek.

Project Credits

Project W Atlanta Downtown Hotel & Residences, Atlanta

Developer/Owner

Barry Real Estate Cos.

Design Architect Pickard Chilton, New Haven, Conn.

Architect of Record HKS, Atlanta

Interior Design Burdiflek

Restaurant Design CCS Architecture

Structural Engineer Uzun & Case

M/E/P Engineer Jordan & Skala Engineers

Civil Engineer Kimley-Horn

Landscape Design HGOR

Lighting Design Quentin Thomas Associates

General Contractor Hardin Construction

Curtain Wall Consultant CDC

Curtain Wall Manufacturer JAMCo.

Size 430,000 square feet

BUILDING ① 2 3

W New York-Downtown Hotel & Residential Condominiums

The W New York-Downtown Hotel & Residential Condominiums is located by the World Trade Center Memorial Site and features a 57-story-high curtain wall with gridded panes of clear, white, and gray glass. Designed by Gwathmey Siegel & Associates Architects, the project—which features 217 hotel rooms and 222 residences—is scheduled to open this summer.

W Hoboken Hotel & Residential Condominiums

Also designed by Gwathmey Siegel & Associates Architects, the 26-story W Hoboken Hotel & Residential Condominiums sits just across the Hudson River from its downtown New York compatriot. The building contains 225 hotel rooms and the top nine stories are devoted to 40 condominiums.

**W NEW YORK—DOWNTOWN HOTEL &
RESIDENTIAL CONDOMINIUMS
GWATHMEY SIEGEL & ASSOCIATES ARCHITECTS**


W HOLLYWOOD EXTERIOR AND LOBBY: TIM STREET PORTER; W NEW YORK RENDERING: DBOX. THESE AND ALL W ATLANTA PHOTOS COURTESY W HOTELS WORLDWIDE.

W HOBOKEN: PAUL WARCHOL, COURTESY GWATHMEY SIEGEL & ASSOCIATES ARCHITECTS.


**W HOBOKEN HOTEL &
RESIDENTIAL CONDOMINIUMS
GWATHMEY SIEGEL & ASSOCIATES ARCHITECTS**



Project Credits

Project W New York—Downtown Hotel & Residential Condominiums
Developer The Molinier Group
Architect Gwathmey Siegel & Associates Architects, New York—Robert Siegel, Charles Gwathmey (principals-in-charge); Gregory Karn (senior associate)
Associate Architect Avinash K. Malhotra Architects
Construction Manager Trishman Construction
Structural Engineer Rosenwasser/Grossman Consulting Engineers
M/E/P Engineer Cosentini Associates
Geotechnical Engineer Mueser Rutledge Consulting Engineers
Exterior Wall & Roofing Israel Berger & Associates
Landscape Architect Thomas Balsley Associates
Vertical Transportation Van Deusen & Associates
Expediter Jerome S. Gillman Consulting Architects
Size 390,000 gross square feet

Project W Hoboken Hotel & Residential Condominiums, Hoboken, N.J.
Developer Ironstate Development Co.
Architect & Interior Designer Gwathmey Siegel & Associates Architects, New York—Robert Siegel, Charles Gwathmey (principals-in-charge); Dirk Kramer, Steven Forman, Gregory Karn, Thomas Florkewicz (associates)
General Contractor AJD Construction
Structural Engineer Goldstein Associates
M/E/P Engineers Cosentini Associates
Civil Engineer LGA Engineering
Geotechnical Engineer Mueser Rutledge Consulting Engineers
Landscape Architect Meilillo & Bauer Associates
Lighting Designer Hillmann DiBernardo Leiter & Castelli
Food Service Romano Gattland
Acoustics Harvey Marshall Berling Associates
Fire Protection R.J. Bartlett Engineering; Rolf Jensen & Associates
Cost Estimator Hanscomb Faithful & Gould
Specifications Construction Specifications
Size 360,000 gross square feet
Cost \$110 million