

The Hotel Wilshire

Los Angeles, CA

CONCEPT: It was no small task to convert the former judicial building from the 1950's in the mid-Wilshire corridor into a LEED-certified, luxury boutique hotel for corporate business travelers. Michael Orwitz, partner, OSM Investment Company—which partnered with owner/operator Greystone Hotels on the project—noted the 74-room property was intended to be unique from the start. “What we set out to design is a hotel that does not compete with other trendy hotels in Los Angeles,” he said. Los Angeles-based KNA Design was selected as the interior designer for the project. The Hotel Wilshire was designed to complement OSM Investment's other area boutique property, the Elan Hotel.

EXECUTION: The structure of the building was completely gutted, with the exception of some structural columns, according to Orwitz, who said it was “very similar to new construction.” The configuration of the building resulted in as many as nine different room types.

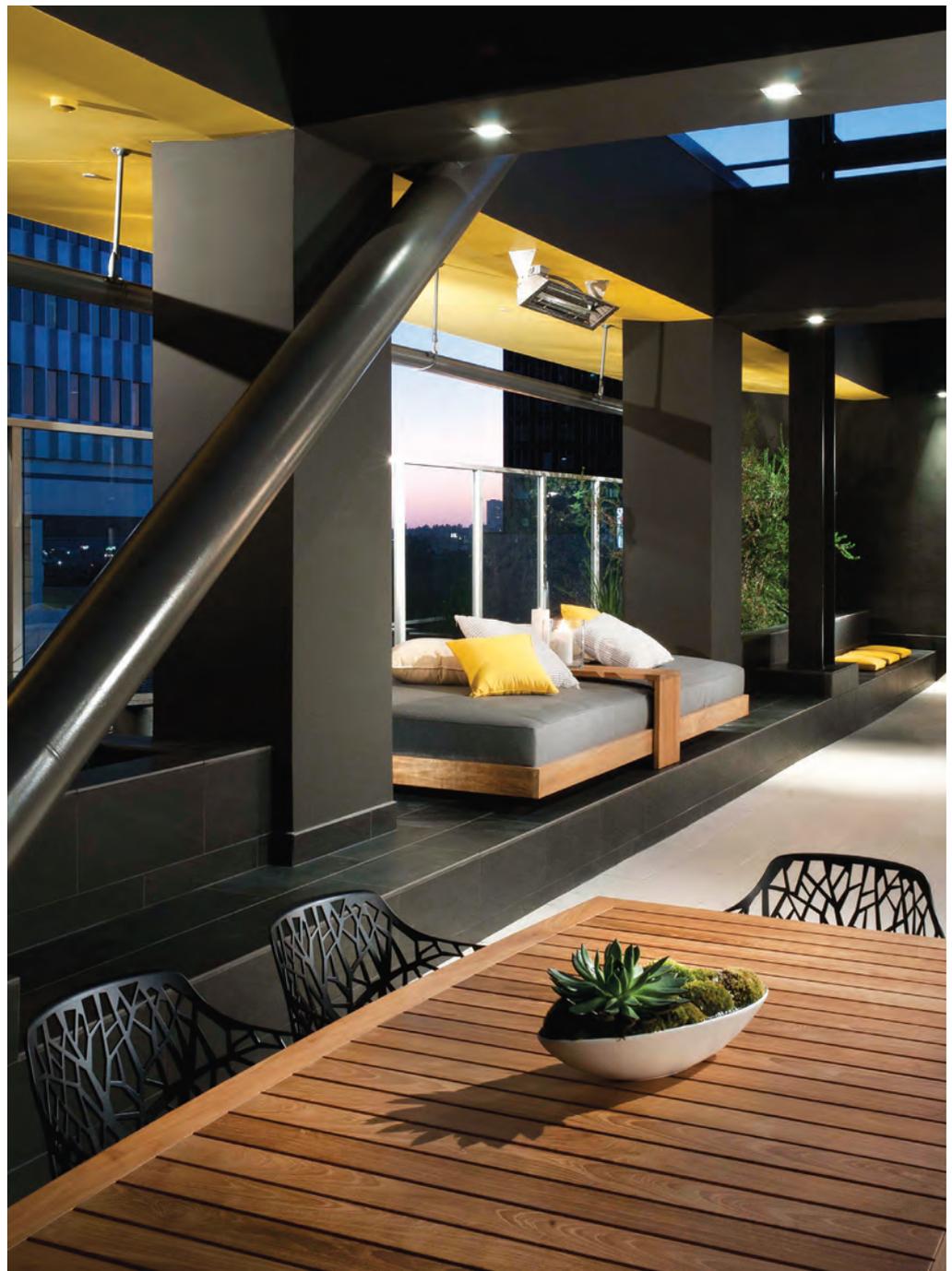
The guestrooms feature custom-designed furnishings, including a floating nightstand, a dark bronze desk, small LED desk lamps and a TV on the wall framed with bronze and light wood. Guestroom doors feature custom-stained maple wood frames designed to break up the long corridors and play off the frame-like exterior of the building. “The rooms have a different feel than the public spaces,” said Christian Schnyder, principal, KNA Design, who utilized cool grey and yellow accent colors throughout the interiors. In terms of public spaces the hotel has a unique boardroom and the lobby was opened up to two floors, which “creates a living atmosphere.”

One of the signature features of the property is The Roof on Wilshire, which has a rooftop pool, restaurant and lounge with views of the Hollywood Hills. “Instead of overdesigning, we allowed the view to speak for itself,” said Schnyder.

RESULT: Originally designed by Killefer Flammang Architects, the property opened on Sept. 1 and is expected to achieve LEED Silver certification, according to Orwitz. He noted that the hotel will be offering promotional rates of \$189 for standard rooms and \$249 for suites for the remainder of 2011 with increases expected in 2012.

Schnyder offered his thoughts on what he described as purpose-built design. “Everything there feels like it had to be there, there's nothing gimmicky,” he said and added, “people who drive by will say ‘we did not expect this.’”

—Dennis Nessler



Design Details:

Owners: OSM Investment Company & Greystone Hotels
Designer: KNA Design
Architect: Killefer Flammang Architects
Theme/Influence: Modern, sophisticated
Signature Features: Rooftop pool, penthouse suites, custom furnishings
Major Vendors: Interface FLOR, Clayton Miller, Wolf Gordon, Soho Myriad, Hallmark Lighting