

# INSPIREDESIGN



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## METROPOLITAN MUSE

### INSPIREDESIGN

Le Parc Suite Hotel has completed a renovation and redesign encompassing its 154 suites, lobby, meeting space and corridors and fitness center. Inspired by its location in the design district of West Hollywood, where fashion and art meet music and film, Le Parc Suite Hotel's modern redesign features a curated collection of locally inspired original artwork, along with vibrant, bold details within a clean and sophisticated architectural palette. Already a well-known retreat for rising stars and trendsetting celebrities, Le Parc's residential-styled spaces, thoughtful amenities and boutique luxury service make the hotel an ideal destination to call home for weekend getaways or an extended vacation. Designed by Alison Andrus of waldrop+nichols studio, Le Parc Suite Hotel has been reimagined to emulate an exclusive art collector's upscale metropolitan residence.

"The hotel is in a very residential neighborhood of West Hollywood, and also in a part of town that is very eclectic, colorful and youthful," said Alison Andrus, principal of waldrop+nichols studio LLC. "Our design story took all that into consideration and we created a story about a man named Oscar Salvadore Le Parc. He is a gregarious man, a beloved producer, master mingler and avid art collector. His home, Le Parc, draws an eclectic mix of artisans and is a place for free-spirited expressiveness, inspiration and banter. A stomping grounds for actors, artists, musicians and fashion icons."



### **Bold Design with Sophisticated Sense of Home**

The hotel incorporates sophisticated furnishings and art, layering bold colors and patterns, while retaining its humble residential nature with spacious dwellings and modern conveniences. Eclectic design elements make for exciting statement pieces throughout the property, including the one-of-a-kind lobby chandelier featuring 100 acrylic disks in multiple finishes and the suites' custom screen dividers featuring bronze geometric patterned frames. Adjacent to the lobby, the Study Room, a place for coffee service and gathering, features blue lacquered walls juxtaposed to concrete floor with a multi-colored wall covering on the ceiling illuminated by a black fringe chandelier. The hotel's new corridors feature blue carpet that resembles an abstract painting. Drawing influence from its West Hollywood location, Le Parc features brilliantly curated original artwork throughout the hotel that embraces diversity and inclusivity. "We were able to encompass the feel of an artist's residence through the use of art itself and through carefully crafting the interior architecture and furnishings to reflect a residential feel and scale," Andrus said. "Art is the heartbeat of the hotel—all forms, styles and mediums are expressed. It's inspiring, thought-providing, risky and original. We commissioned two artists to come on-site and create murals for the property, literally turning the hotel into the 'artist residence.'"

### **Elevated Expansive Suites**

Each of Le Parc's 154 apartment-style suites are spacious and stylish, ranging from 650 to nearly 1,000 sq. ft. The ideal space to relax and unwind, the oversized suites were redesigned to feel like an elevated private residence. New updates include modern lighting, furnishings, decor and technology, in addition to brand-new HVAC systems. The separate living areas include a queen sleeper sofa, fireplace, record player and HDTV, and bedroom areas feature king beds or two double beds and large closets. Each suite also includes a kitchenette, dining area and furnished balcony. Designed with the always-connected traveler in mind, Le Parc's suites offer high-speed WiFi and a variety of comfortable spaces to plug-in.



### **WeHo Inspired Artwork**

Le Parc’s thoughtfully curated collection of artworks throughout the property is a reflection of its colorful West Hollywood destination. Large-scale creations radiating with bright, bold and inspirational elements embrace Le Parc’s philosophy of love and inclusion.

“Artwork throughout the hotel is reflective of all cultures, lifestyles and ethnicities. The artwork is also diverse in nature, everything from dark and moody, to sexy, modern abstract, sculpture, graffiti to downright weird. It was important for the artwork to reflect an all-encompassing acceptance,” Andrus noted.

The can’t-miss exterior murals along the front façade and wrap around the rooftop tennis court are by local artist Charlie Edmiston. The murals’ geometric shapes and vibrant colors embody the energy of Los Angeles and allure of Southern California. Upon entering the hotel, guests are greeted with artist Scott Hile’s 8×20-ft. “LOVE” mural located behind the lobby’s reception desk. The mural boasts energizing colors, along with “love” and beloved song lyrics from The Beatles painted in graffiti style. Located in each elevator landing and other public spaces, pop culture portraits by Srinjoy Gangopadhyay celebrate iconic artists with a theme of ‘Utopia’ in a contemporary context.



“We believe what makes the artwork in Le Parc unique is the pieces from globally recognized prestigious artisans mixed with a wide variety of local and U.S.-based artists reflecting a range of style,” Andrus said. “The concept that Mr. Salvatore Le Parc used his home as his personal museum for a curated collection allowed us to pull inspirations from every genre. One highlight collection is a series of pieces from Srinjoy Gangopadhyay, who is originally from India. His artworks have been exhibited at major galleries and exhibitions globally. Craig Alan, who has been publicly recognized as an innovator in the visual arts industry, is another artist with dynamic and thought providing pieces in Le Parc.”

Captivating portraits of David Bowie, Ray Charles, Freddie Mercury, Marilyn Monroe, Diana Ross and Stevie Wonder are layered with a combination of spray paint and stenciling, collage, painterly mark-making and graffiti writings. Two mesmerizing works by renowned American artist Craig Alan can be found in Le Parc’s elevator cabs. Each floor-to-ceiling piece has a simple color palette of black, white and grays with pops of red and gold.

“We wanted the design to stop and make people think, to interact and to question,” Andrus said. “We didn’t want to create a space for people to just walk through to get to their hotel room. We hope the design gives guests that experience and influences them to explore the arts. We hope the design of the hotel gives the employees pleasure in going to work each day, and gives them pride to work amongst such amazing artists.”

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