

# BOUTIQUE design

HOSPITALITY REINVENTED

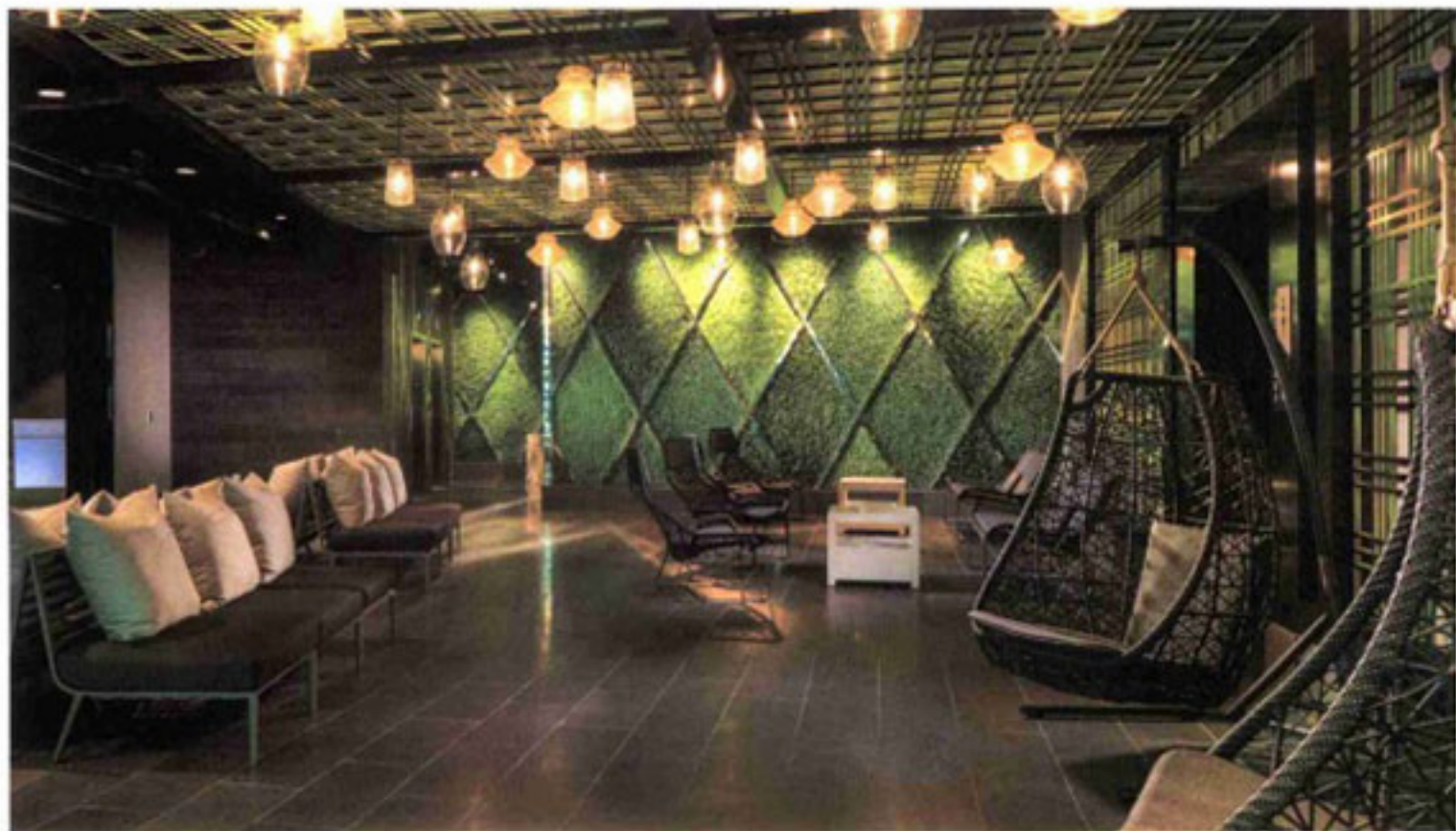
DECEMBER | 2016



## SYNERGISTIC STYLE

WANDA HOTEL DESIGN INSTITUTE (WANDA HDI)  
2016 GOLD KEY DESIGNER OF THE YEAR





WINNER

## TOPGOLF AT MGM GRAND LAS VEGAS

**DESIGNER** YWS Design & Architecture, Las Vegas

**INSPIRATION** Transform the concept of a golf-themed venue into a multi-functional four-story space with something for everyone—from fans of the game to cool locals looking for a sexy night spot. Fulfill the client directive for bigger, better and even more “Vegas-y” design by squeezing two pools, cabanas, five bars and an 880-sq.-ft. screen display—plus parking—into a relatively tight footprint.

**IDEATION** Pulling those diverse spaces together starts with balancing cohesion and differentiation. “For example, spatial connectivity and flow are hallmarks,” says YWS Holly Casswell, senior interior designer. “Guests migrate outdoors to golf bays and pools and back indoors to bars or cozy lounging nooks. Colored lights define spaces and delight the senses.” That, and broad concepts like the interplay of LED lights and exposed steel and concrete architectural elements, recur throughout the venue as visual touchstones. Within that framework, though, each space has its own personality. Reclaimed wood in the first-floor Riv bar accents an Old Vegas theme. On the second floor, it’s a friend’s living room, albeit a hyper-social one with communal tables and a stage, that provide the bar’s guiding concept. On the third floor, yellows and whites lighten the mood. On the fourth, a mirrored ceiling is classically cool.

**INNOVATION** Going big or going home in Sin City means not just outsize elements but a vision board that’s equally outscale. The decadence of placing a driving range in a partly indoor facility was just the beginning. Using it as a way to craft a view completely distinct from the cityscape outside is the next evolution of the indoor-meets-outdoor approach to venues that also blur boundaries between cocktail hour and #daylife.

**INTEL** Ready for over-the-top design? Go for it! Pulling the punches isn’t always a good idea. What’s crucial is not being ostentatious for its own sake. Even the most outrageous elements here—a wall that looks like a golf course lawn, color-changing LED lighting on the pool or double-height entertainment zones—fit into the overall concept. The only low impact touches here are on the (self-scoring, natch) balls used for the indoor driving range.

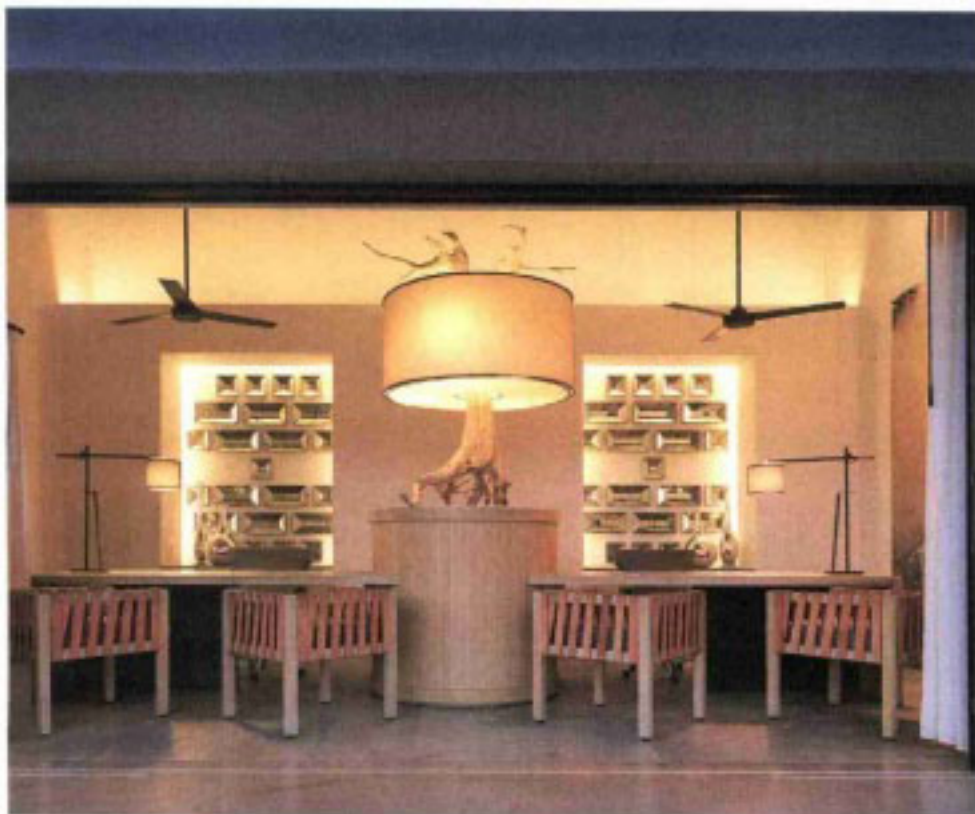
### SOURCES

**CLIENT:** Topgolf Int., Inc., Randy Stern, chief operating officer and chief development officer, Ken May, CEO, Dominic Crespo; **DESIGN FIRM/ARCHITECT:** YWS Design & Architecture; Holly Casswell, senior interior designer, Namyd Lysabi and Connie Martinez, designers; **PURCHASING COMPANY:** Topgolf Int., Inc.; **GENERAL CONTRACTOR:** McCarthy Building Companies, Inc.; **ARCHITECTURAL MATERIALS:** Neumar, Florida, Wilcoart; **ART:** Kevin Barry Fine Art; **CARPETS AND RUGS:** Interface, Manassett; **FABRICS:** Archie, Brentano, Carnegie, Chella, JF Fabrics, Innovations, Maharam, ~~Meridian~~, Roma, Silver State; Wolf Gordon; **FLOORING:** Crest Tile, Stone Source; **FURNITURE:** Asher Co., Eric Brand, Frankgate, Janus et Cie, Kettli, Lodge Lounger, Lily Jack, Maxim Douglas, MTS, RH Contract, Somalunga, Veeva; **LIGHTING:** Ardenon, Lasko, PIR, Tom Dixon; **SURFACING:** Corian, Dalt-Tile, Silastone; **WALLCOVERINGS:** Astek Wallcoverings, Tri-Kin, Wolf Gordon; **WINDOW TREATMENTS:** Conson & Toul, Dorian, Lebatex, Somalunga Chustelara



host desk serve as a subtle nod to the property's mantra. Hundreds of candles add a tranquil allure at the entry. Palapas nestled into the cliff side and decked out with artisanal pendants of hand-blown glass, ceramic, metal and rope house the F&B. Handmade metallic bronze ceramic tile and barnacles clad the restaurant walls and bar, while furnishings crafted in Mexico from woven leather and wood emphasize authenticity. In the bar lounge, handmade agave-shaped ceramic lanterns give off a soft glow. Metallic driftwood draped with blue hand-blown glass bubbles echo the nearby ocean. A lantern-lit path leads to the guest rooms, where beds are accented by a backdrop of handwoven leather and a canopy of soft netting. Antique mirrors, embroidered pillows and eclectic artifacts show off the country's traditional craftsmanship.

**INTEL** You can't even. Building a regional toolkit of craftsmen and fabricators and leveraging experts who speak the local language allowed the designers to create an authentic, polished and overall wow design in a very short time frame. But the ROI goes far beyond getting heads back in beds following an unprecedented event. Weaving the local cultural and literal landscape into the visual narrative in a way that's true not trite caters to today's guests' thirst for discovery.



## SOURCES

**OWNER:** Operadora Hotel Esperanza; **OPERATOR:** Auberge Resorts Collection; **DESIGNER AND ARCHITECT:** HK5 Inc.; Mary Alice Palmer, associate principal/senior vice president, design director of hospitality interiors; Robert Stovall, Katelyn McKang and Olga Acosta, design team; **PURCHASING COMPANY:** James W. Crawford Co.; **GENERAL CONTRACTOR:** Red Group; **DESIGN CONSULTANTS:** Girvin & Associates (landscape design); Lang Lighting (lighting); **AMENITIES:** Ceramica Suro; **ARCHITECTURAL MATERIALS:** Red Group; **ART AND ACCESSORIES:** Adrian Guerrero; Casa Pericos; Compassucci; Elena Columbe; Richard Bettinger Studio; **BATH AND SPA:** Waterworks; **FABRICS:** Monik; **Parasols:** Rivolta Carmignani; **Surrellia Contract;** Tritex Industries; **FLOORCOVERINGS AND MATERIALS:** Armadillo; **Porcelanosa;** **FURNITURE:** Casa Pericos; Compassucci; David Luna; Fieg; Sofi's Home; Tables and More; **LIGHTING:** Mazlakam; Mauricio Preciado; **SURFACING MATERIALS:** Natural Stone Warehouse