

# DESIGN

The Business of Hospitality Style®

## Hippie Chic

Hotel Dylan pays tribute to the music & culture of Woodstock



SOLID GROUNDS  
hotel landscape design

finish lines  
TRENDS IN BATH FITTINGS

### HFS CONCEPTS 4



Intelligent Design. Welcome to the evolution.

Architecture Interior Design Procurement Construction Services

www.hfsc4.com

**James (Jay) Schultz**  
 Senior Vice President, Hospitality Group  
 Editor-In-Chief  
 JayS@hotelbusinessdesign.com  
 631-297-8102

**EDITORIAL**

**Christina Trauthwein** Editor  
 ChristinaT@hotelbusiness.com • 631-246-9300 x204

**Dennis Nessler** Contributing Editor  
 DennisN@hotelbusinessdesign.com • 631-246-9300 x201

**Stefani C. O'Connor** Contributing Editor  
 StefaniO@hotelbusinessdesign.com • 347-462-2490

**Nicole Carlino** Contributing Editor  
 NicoleC@hotelbusinessdesign.com • 631-246-9300 x217

**Matthew Marin** Contributing Editor  
 MatthewM@hotelbusinessdesign.com • 631-246-9300 x248

**Adam Perkowsky** Senior Copy Editor  
 AdamP@hotelbusinessdesign.com • 631-246-9300 x247

**ADVERTISING**

**Allan Roller** National Advertising Director, Hospitality Group  
 AllanR@hotelbusinessdesign.com • 631-297-8108

**Michael Reckling** Sales Manager, Midwest Region  
 MikeR@hotelbusinessdesign.com • 847-913-8108

**Jon Heng** Sales Manager, Western Region  
 JonH@hotelbusinessdesign.com • 626-799-3610

**Patricia Heng** Sales Manager, Western Region  
 PatriciaH@hotelbusinessdesign.com • 626-799-3610

**Michelle Yelner** Sales Manager, Eastern Region  
 MichelleY@hotelbusiness.com • 631-246-9300 x249

**Dominique Caramagno** Classified Advertising  
 DominiqueC@hotelbusinessdesign.com • 631-246-9300 x224

**DESIGN & TECHNOLOGY**

**Eliud Custodio** Director of Design & Technology  
 EliudC@icdnet.com • 631-297-8106

**Richard Burns** Information Technology Manager  
 RichardB@icdnet.com • 631-246-9300 x212

**Anna M. Davidson** Senior Artist  
 AnnaD@icdnet.com • 631-246-9300 x220

**Renée Alborelli** Senior Artist  
 RenneA@icdnet.com • 631-246-9300 x228

**Fernando Santos** Senior Artist  
 FernandoS@icdnet.com • 631-246-9300 x216

**PRODUCTION**

**Diane Costanza** Senior Production Manager  
 DianeC@hotelbusinessdesign.com • 631-246-9300 x240

**CIRCULATION**

**Denise Moscatel** Circulation Associate  
 circulation@hotelbusinessdesign.com • 631-246-9300 x221

**ICD PUBLICATIONS**

**Dave Palcek** President & CEO

**Cynthia Evans** Senior Vice President

**Peter Giannetti** VP, Editorial & Publishing Operations

**James (Jay) Schultz** Sr. VP, Hospitality Group

**Eliud Custodio** Director of Design & Technology

**Nadine Salogub** Director of Production & Circulation

**NEW YORK**

1377 Motor Parkway, Suite 410, Islandia, New York 11749  
 631-246-9300 • Fax: 631-246-9496

**CHICAGO**

175 Olde Half Day Road, Suite 240, Lincolnshire, Illinois 60069  
 847-913-8295 • Fax: 847-913-9202

www.hotelbusinessdesign.com • E-Mail: info@hotelbusinessdesign.com



HOTEL BUSINESS DESIGN® (ISSN No. 1946-956X) is published bi-monthly by ICD Publications, 1377 Motor Parkway, Suite 410, Islandia, NY 11749. ©ICD Publications, 2014. All rights reserved. Periodicals postage paid at Islandia, NY 11749 and additional offices. Information contained herein is subject to change without notice. No responsibility is assumed by the publisher for its accuracy and completeness. For additional copies of this publication, contact the circulation department at 631-246-9300. To subscribe, cancel or update, visit <http://subscribe.hotelbusinessdesign.com>. POSTMASTER: Send address changes to HOTEL BUSINESS DESIGN®, P.O. Box 2029, Langhorne, PA 19047-9029.



**Peace Offering**

There's a peaceful, easy feeling at the Hotel Dylan

26

**International Design & Development**

Puerto Vallarta's Boutique Scene



16

**Landscape Design**



30



**Q&A**

Yvonne Lembi-Detert  
 Personality Hotels

10

**Departments**

Editor's Note .....4

Check In .....6

Products & Trends

Decorative & Task Lighting ..... 12

Bedding & Linens .....20

Bath Fittings .....40

Design Features

Delano Las Vegas.....22

The Brice.....36

Archer New York .....38

Case Studies

21 Broad .....42

Hotel Cacao .....44

Product Showcase .....46

Designer's Choice

Jonathan Cardello .....50



## Yvonne Lembi-Detert

President and CEO

Personality Hotels/Engage Hospitality

Following in her family's footsteps, Yvonne Lembi-Detert opened her first hotel while still in college and, over the past 30 years, has grown San Francisco-based Personality Hotels into a forward-thinking collection of design-oriented boutique hotels. *Hotel Business Design* recently caught up with the industry executive to discuss her experience running boutique hotels and her relationship with designers.

—Stefani C. O'Connor

**You grew up in the boutique hotel business. How has it changed in that time?** I opened San Francisco's original boutique hotel, Hotel Union Square, while finishing college at San Francisco State. At the time (early 1980s), it was difficult promoting and selling the idea of a boutique hotel to guests. It took a lot of creative marketing and wooing to get them to come and experience a different kind of hotel stay. Today, the client base has changed dramatically. The competition has gotten fierce with the larger, cookie-cutter-style hotels creating boutique hotels within their collections. Guests also have become more demanding in what they expect during their stay because they have experienced so many new boutique hotels and, therefore, their expectations are higher—as they should be.

**What do you feel has made the segment special?** In 1985, I remember our collection being labeled in the *San Francisco Sunday Examiner* as the signature B+ collection of hotels in San Francisco (a term they coined for boutique hotels). I felt this did make the segment of boutique hotels special. It called

us out as something different. I pride myself, my company and my team as being something extraordinary.

**Design is certainly a key part of how your hotels look. How do you create such individuality yet get the Personality Hotels message across?** First, I look at the location of the hotel, the bones of her frame and the community surrounding the hotel. My thoughts and vision thereafter help me select the proper architect/designer to dress the beautifully framed lady. There are always many elegant and graceful details and elements of her frame that can be accented or recycled into the design. I especially look for these features to stand out. The point is that every hotel has its own personality, and it's up to me and my team to find it and make it shine. This personality can come in any shape and size, especially in a place like San Francisco, which is known for its diversity.

**Do you consider your hotels cutting-edge when it comes to taking design risks?** That is what Personality Hotels is known for, and guests don't want to settle for less. Honestly, the Millennial guests keep the hospitality engines running full steam ahead and keep us on our toes. Guests always want something new and improved to touch and experience; however, a good night's sleep is an important factor that should always be part of the guest experience. And our guests love, love, love our beds.

**Is there anything you see boutique hoteliers doing today that makes you shake your head?** Compromising good space for oversized furniture and trying too hard. Forgetting the true meaning of hospitality. Spending money on silly items to be cool. Poor housekeeping. Forgetting about the sense of arrival, and making sure guests feels important from the moment they walk through the doors.

**You're very involved in the look of your hotels. How do you work with designers?** During the interview process, I let the designers know how important the afterwards is to our team and me. Since we also drive the marketing behind the hotels, I need them to be mindful of our visionary and function needs. Trying to make their vision a reality while staying within our budget is always a challenge. Presently, I am working with Jonathan Rachman in San Francisco, and our relationship is built on listening to one another, meshing our visions, positive communications and friendship. It all about the give-and-take, as well as maintaining a mutual respect—similar to what a couple strives toward in the beginning of a long-term marriage.

Working with energetic and inspiring people always helps the project run smoothly. But it can also be tricky, because you have a grand vision of what you want something to look like in your head, but have to trust that someone else will accurately replicate something they cannot necessarily see. So, it's so important to pick and choose wisely when it comes to which designer you work with.

**What does every great boutique hotel need to have?** Ample square footage in rooms, a good location, an attentive staff, functional furniture, good lighting, art that makes a statement, and a purpose to create something so the guest has the desire to return again. A desire to re-create their first experience because it was so special.

**How important is service? Does it make or break the experience?** It makes it; otherwise you are just staying in a vending machine. All great design can be washed away by poor service and no extra steps taken by the staff. Service and your team is everything in a hotel. It's the little things that count!

**With major hotel chains adding lifestyle properties, do you feel the boutique segment is being diluted?** Yes and no because, as long as it is done right, it amplifies boutique hotels and makes them seem that much more special. Lifestyle properties give the guests a reminder that they may want to check out a true boutique hotel during their next city visit. I say: You have to try on many different pairs of shoes to make the outfit work, and make your wardrobe big and varied so you can have many different shoe experiences. And if the shoe fits, walk into the experiences with expectations of service and details.

**Are there differences between what's considered boutique and what is lifestyle?** How do you define it? Boutique is when someone walks up you and slaps a smile across your face. Instant happiness and wishful thinking take over your mind. A way to treat yourself with endless possibilities. Lifestyle is a way to live life in terms of longevity. Boutique is all about exciting temporary moments so this is the opposite, although Personality Hotels' success has been making long-lasting memories—and we do everything but dream for you.