

Hotel Business™

September/October 2016

DESIGN

The Business of Hospitality Style®

Timeless Design

SFA Design's Kara Smith
takes the classic approach

attracting a crowd

INSPIRING MEETING SPACES

architects & designers

OUR ANNUAL LIST



WALK THIS WAY

Artistic design conveys visual movement

Recent carpeting designs are trending toward becoming a focal point or artistic element in guestrooms and public spaces. From broadloom to Axminster to carpet tiles, various mediums have become an integral aspect of the design narrative, according to interior designers.

"Carpeting has transformed from just being functional into now being a creative expression and feature decor in both the guestroom and corridor areas," said Virginia Langley, owner/president, Sky Designs, Inc. "One of the advantages to hotel carpeting is the wonderful scale and size of spaces they fill, allowing for amazing oversized and customized artworks, which have now become such a growing trend."

Guest corridors have evolved from showing repetitive, "boxed-in or framed" patterns to featuring free-flowing, asymmetrical designs that embrace architecture and style, noted Langley, who designed Durkan's newly launched Chelsea collection.

Modern carpet designs offer visual impact, becoming "one of the first things—if not the first thing—that a guest notices upon entering a space," said Stacy Elliston, principal/cofounder, Studio 11 Design. And with advancements in carpet tile design, designers are now finding more ways to bring atypical patterns into guestrooms.

Carpet colorations have maintained a neutral base with strategic accents that reference back to the design narrative and color theory of the project, stated Elliston. More designers have incorporated patterns and large scales commonly seen in public spaces to the hotel's corridors and guestrooms.

"Since there are so few finishes in the corridor, and since some brands prefer to avoid displaying physical art in these spaces, flooring and carpeting are often the sole opportunity for a design element," said Elliston.

Tonal patterns and borders in guestrooms and corridors have become a thing of the past, acknowledged Meg Scott, interior designer, //3877. "We are seeing an emphasis in the direction of fun, playful patterns as well as evocative colors and play on scale," she said. "Carpet designs are trending towards being a focal, even artistic element for the designer to express creativity while tying in concept to create a unified, holistic design."

Scott added, "The carpet is a great basis to give a pop of unexpected color and pattern. The visual impact from a well-placed, bold, textural carpet can take the design to another level."

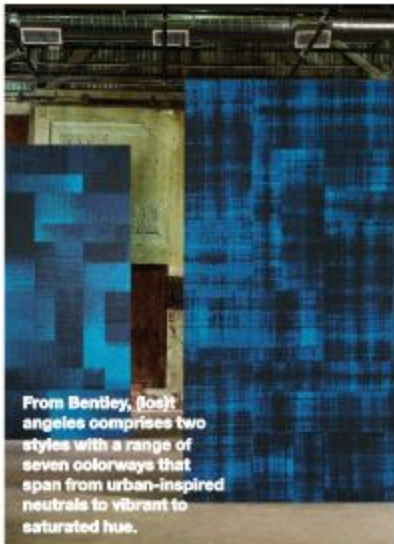
An upcoming trend in carpet patterns is the concept of deconstruction, observed Anne Wilkinson, senior associate, BAMO. "Carpet patterns fade in and out, using color or texture, often creating a stunning modern effect but with a reverence for the character that comes with age and imperfection," she said. "We are applying another aspect of this idea to a custom, hand-tufted rug in the Presidential Suite at the upcoming Four Seasons Sao Paulo, where a pattern is divided into parts and shifted to give a kaleidoscope effect."



Brintons presents **Blowerk** from Oren Sherman, an Axminster collection engineered specifically for the corridor. The range is composed of contemporary color palettes and textures.



Interface Hospitality's **Portmanteau** range of carpet tiles offers six groupings of patterns ranging from organic to traditional to modern.



From Bentley, **Boast** angeles comprises two styles with a range of seven colorways that span from urban-inspired neutrals to vibrant to saturated hue.



Inspired by natural elements, the **Unearthed** collection from Milliken offers 20 coordinating patterns and three earthy colorways.



Durkan's **Chelsea** collection draws inspiration from the tree-lined streets and historic building designs in the iconic neighborhoods of the same name in London and New York, according to the company.

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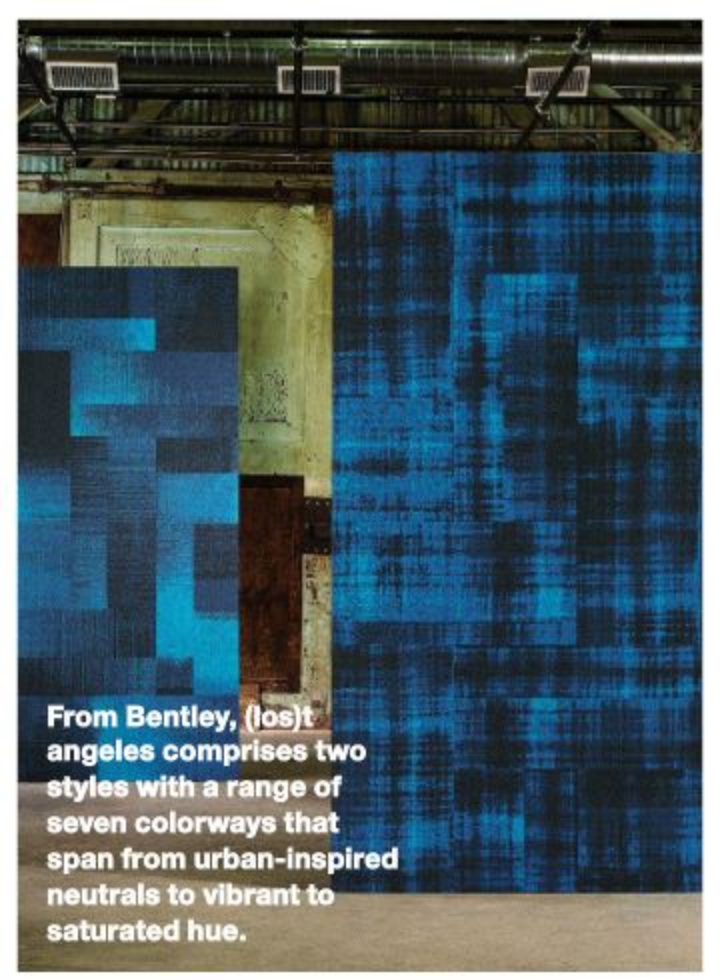
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A photograph of an interior space, likely a hallway or room, featuring blue patterned wallpaper. The wallpaper has a complex, abstract pattern of various shades of blue and black. A doorway is visible in the center, leading to another area. The ceiling has exposed pipes and three rectangular vents. The overall lighting is somewhat dim, highlighting the texture and colors of the wallpaper.

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