

Hotel Business®

March/April 2016

DESIGN

The Business of Hospitality Style®

French Connection

A look inside Philippe Maidenberg's approach to design in Paris

up & comers

THE NEXT GENERATION

inside out

TAKING INDOOR FURNITURE CONCEPTS OUTDOORS





Kohler presents its Vibrant Moderne Brushed Gold finish for its faucets.



Jaclo's Astor faucet now features Bombay Gold, a 24-karat gold finish.



Touching Embrace

Warm metal finishes, soft forms create inviting impression

By MATTHEW MARIN

The world of fashion and luxury homes continues to inspire hospitality design, especially in the guest bathroom. Influenced by the latest jewelry trends, warm metal finishes such as gold, copper and rose gold are increasing in popularity for bath faucets and fixtures. These finishes, paired with soft, fluent forms that are inspired by high-end residential bathrooms, intend to offer a warm, inviting presence.

"Guests are savvier than ever with high expectations for hospitality design," said Stephanie Tyler, president of International Design Concepts, a Miami-based design firm. "Gone are the days when industrial-feeling bathrooms were acceptable. Guests expect a high-end, luxurious and residential feel when they travel. Warm metal finishes and soft colors help achieve this ambience in the bathroom."

The emergence of warm metal finishes paired with simple, clean forms signifies a nod to traditional design reinterpreted with a fresh, new twist, observed Jessica Lotner, senior designer at The McBride Company, a Manchester, VT-based design firm. These trends are particularly strong among high-end boutique hotels, which strive to appeal to guests looking for a stylish experience. "Warm metal finishes, particularly gold, brings understated glamour to a space," she said. "Gold and brass, in burnished warmer tones, can be a retro statement."

Luxury boutique properties are taking

their design cues from elements of residential design, with the U.S. market leading the recent trend of warm metal tones in the bathroom, according to Nathan Hutchins, partner, The Gallery HBA, a London-based interior design firm.

"While designers have always been able to play with the palette of other materials to create unique bathroom styles, the constraints of commercial settings have meant that chrome was the only option for the fittings," said Hutchins. "But, at last, designers yearning for warmer patinas can be appeased since improved technology satisfies the durability required by hospitality projects. Every detail that guests see and touch relates to creating a unique experience, so hotel designers are excited to play with this new kit in their creative toolbox."

In guest bathrooms, the shift toward warm metal finishes signifies a departure from nickel and stainless-steel finishes, observed David Shove-Brown, partner, Studio3877, a Washington-based boutique design firm. These finishes, in conjunction with streamlined designs, pay homage to the Midcentury-modern era while addressing contemporary comforts.

"Gold, brass and rose gold allow touches of elegance within individual pieces in most personal spaces," said Shove-Brown. "These finishes create a spa-like elegance treating guests to a higher-end experience, in some cases, justifying higher room rates and allowing hotels to edge out the local competition."

THG Paris updated its Collection O by Studio Putman in a rose gold finish.



Grohe's Gandera Rose Gold bathroom faucet features clean edges and fluent shapes.



The Henry collection by Waterworks is available in unlacquered brass.

