

hospitality design

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in living color

the products issue

HDexpo
a hospitality design event

behind the design



Linda Bergroth
Designer

Having degrees in both furniture design and architecture, the Helsinki- and Paris-based designer, who was awarded Finland's Young Designer of the Year award in 2012, has a knack for melding the two seamlessly together. Look no further than the thought-provoking pop-up Zero Waste Bistro, which debuted during NYCxDesign this year and challenged the wastefulness of the food and design industries alike. Find it in our Sketchbook section on **page 019**.



Martyn Lawrence Bullard
Founder and Principal
Martyn Lawrence Bullard Design

Tommy Hilfiger. Cher. The Kardashians. Those are only a few names that the renowned, Los Angeles-based, London-born Bullard has worked with. His product partnerships with the likes of Cole & Son and the Rug Company, as well as his hospitality projects, evoke the same high design standards. Consider the Sands Hotel & Spa in Indian Wells, California, a vibrant vision of Morocco brought to life on **page 118**.



Li Edelkoort
Trend Forecaster
Trend Union and Edelkoort Inc.

Dutch trend guru and colorist Edelkoort has more than made a name for herself studying the evolution of sociocultural movements through her consultancy Trend Union. Her deep cultural understanding was on full display at Milan's Salone del Mobile this year, where she collaborated on *Waste No More* (read about it on **page 023**), an installation that sheds light on the wasteful, cavalier attitude of the fashion industry.



Dan Mazzarini
Founder
BHDM

For the colorful Shoreline Hotel Waikiki in Hawaii on **page 112**, the New York-based Mazzarini chose to go big, saturating the property in neon hues and tropical elements. It's a testament to his career, which started in retail alongside Michael Kors, John Varvatos, and Calvin Klein and transitioned to hospitality in 2008 when he founded BHDM, now calling such hospitality giants as Marriott his clients.

HDexpo

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Hospitality Design Exposition & Conference (HD Expo)
May 15-17, 2019
Mandalay Bay Convention Center, Las Vegas
hdexpo.com

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Sands Hotel & Spa, Indian Wells, California

An arched façade was the only architectural element Martyn Lawrence Bullard liked about the original “uninspiring and dated” property he was tasked to transform into the 46-room Sands Hotel & Spa. In fact, it led the Los Angeles-based designer to create a Moroccan oasis. Operated by Santa Monica, California-based PRG Hospitality, Sands, located in the California desert community of Indian Wells, harkens back to Palm Springs’ luxurious heyday with influences from the 1930s to the ‘60s.

Bullard opted for a notable pink exterior to “disguise the architecture,” which juxtaposes bold stripes and patterns found inside, and turned to greenery “to create a lush paradise that draws the eye to the landscape rather than the building,” he says. This warm, rosy tone “makes everyone look

attractive in its glow, and black and white provide just enough contrast to add an exotic flavor, giving the hotel its Moorish vibes.”

Take the dramatic mix of Moroccan-inspired tiles randomly arranged in a blocked, staccato design in the lobby that captures the region’s Old World glamour, while custom palm leaf print upholstery and wallpaper—a backdrop for a mélange of mirrors and framed photographs—blend with a luminous green-tiled bar in the Pink Cabana restaurant. Meanwhile, the tranquil spa and guestrooms, with Moroccan-shaped headboards and bathrooms covered in midcentury-informed tile, are a quiet but welcome departure from the more flamboyant public spaces. “The second you get to the San Jacinto Mountains, something blocks that energy of LA and you breathe a sigh of relaxation,” says Bullard. “I wanted that feeling to exist within the hotel.”



A dusty pink backdrop reimagines the Sands Hotel & Spa’s exterior



Pink accents and black and white striped furnishings surrounding the pool hint to what's inside



The spa's serene details include Moroccan-inspired archways that evoke a traditional riad



Black and white tile in the lobby has been mixed in a staccato style for a modern look



Bold patterned tile in a monotone palette defines the bathroom shower

Photos by JAIME KOWAL and TIM STREET-PORTER