

BOUTIQUE design

HOSPITALITY REINVENTED

OCTOBER | 2018



STRONG MINDS

SHARAN PASRICHA
ENNISMORE



OUROBOROS LOUNGE | DISPLAY #357

THE CREATIVE FORCE: BAMO. Design team: Anne Wilkinson, principal; Martin Östlund, associate; Erin Altman, senior designer; Kevin Chung, junior designer

THE NARRATIVE: Create a mysterious; moody escape by referencing ancient Egyptian iconography and Greek magic traditions. Ouroboros, the ancient symbol depicting a snake consuming its own tail as a visual metaphor for the infinity cycle, embodies the theme.

THE HOW TO: Experiment by bringing some chaos to order and fantasizing about scale. Freeflowing, organic shapes borrowed from nature's wild side shake up the symmetry and order of classic gardens. Super-scaled flora and fauna, drenched with bold colors and accented with reflective surfaces, intensify the fantasy effect of this secret experience tunnel.

THE MATERIAL MINDS: Feature area sponsors: Indiewalls; Mitchell Gold + Bob Williams Contract; Norcross Furniture Company; Royal Thai; Teaki Tiles for Island Living/ Island Living; Valley Forge Fabrics **Product sponsor:** Pioneer Pro Audio **Product contributors:** LDF Silk; Marset; Visual Comfort

REVERIE | DISPLAY #539

THE CREATIVE FORCE: Studio 11. Design team: Kellie K. Sirna, Stacy V. Elliston, principals; Michael L. Brown, brand manager and project designer; Kangana Bhatnagar, senior project manager; Hellen M. Hale, Victoria Denny, Jacqueline Garner, interior designers

THE NARRATIVE: Dream on. Blur the lines between Baroque and Surrealism with floral elements, portraits and billowing fabrics meant to lead guests in a dance through space and time. Help them step out of their daily consciousness with artwork that emphasizes the transition into a fanciful state.

THE HOW-TO: Streamlined furnishings and fixtures serve as a frame that puts the art program in the foreground

THE MATERIAL MINDS: Feature area sponsors: BSF; Delta Faucet; F&D Commercial Flooring; Kalisher; Kenco Hospitality; Van Teal Inc. **Product sponsor:** Pioneer Pro Audio **Product contributor:** Zenith Rugs



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