

INTERIOR DESIGN

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7 BRANDS REVOLUTIONIZING THE HOSPITALITY MARKET

Mairi Beautyman | September 08, 2015



If you haven't noticed, a major change is underway in the hospitality market. Long gone are the days of cookie-cutter interiors on repeat—even for the most budget digs. Today's emerging hotels are locally driven (from the food to the design) and individualized, celebrating their surroundings. High-tech integration of technology is a given. Public areas are more comfortable (making them actually used) and often designed to encourage interaction with fellow guests. Breakfast buffets tend to contain locally-sourced jams or baked goods and common areas are transformed into venues for community events or local musicians.

The seven brands here—with recently built, renovated, or planned hotels ranging from the Polish outpost inspired by the remnants of 300 historic granaries, to the renovated Miami golden child now under a Starwood umbrella, to the New York property offering compact living at a value-driven price point—are revolutionizing the hospitality market in the best possible way.

1. Brand: Puro

Hotel: Puro Hotel Gdańsk

Firms: DeSallesFlint with art consultant Double Decker

Location: Gdańsk, Poland

Standout: Committed to encouraging connection with fellow travelers and local discovery, Polish brand Puro launched in 2011 and debuted its fourth property in March 2015, Puro Hotel Gdańsk, on the Polish city's historic Granary Island. The hotel is adjacent to the remnants of some 300 granaries, dating back to 1400—a fact explored by DeSallesFlint, the firm behind the interiors, featuring natural textiles such as cotton, wool, linen, and leather—all natural fibers inspired by sacks of grains. Wall-mounted light fixtures recall cranes or pulleys, and, offering a nod to warehouses, flooring includes oak timber and accents are often steel. Throughout, capturing the city's unique flavor, is art and new commissions by award-winning Polish artists and designers.