

FRAME

Openings: 11 new hospitality spaces from Saint Laurent, W Hotels, Ladurée and more

SEPTEMBER 26, 2019 TEXT [LAUREN GRACE MORRIS](#)



We explored a prominent pattern in hospitality today in our July-August issue, [Frame 129](#): fashion's stake in the sector. It's a trend that's showing no sign of stopping. Saint Laurent has opened a permanent Paris café neighbouring its new boutique in the space concept store Colette once lived, and womenswear brand Mansur Gavriel has a Ladurée eatery in its West Hollywood boutique.

There are aesthetic trends to mention, too. From Aspen to Amsterdam, the 1970s are seeing a spatial resurgence in the hotel world. Both W Hotels and FG Stijl credit the decade for inspiring the interiors of the recently opened W Aspen and Park Centraal, respectively; in our last hospitality Openings list, we featured Sinner, for which interior designer Tristan Auer proclaimed the same.

Read on to see more hotels, dining spaces – and even a medical gym in London – which have caught our eye as of late.

[+] **PENANG: THE PRESTIGE HOTEL**

For the interiors of The Prestige Hotel in Penang, a Malaysian island-state, Singapore-based Ministry of Design wanted to create a modern-day Victorian feel: the hotel is set within the core zone of the George Town UNESCO World Heritage site and is surrounded by 19th-century English colonial buildings. The Design Hotels location includes 162 rooms, a restaurant, rooftop infinity pool, events pavilion and terrace, as well as an era-inspired dining and retail arcade.



Image Credit: Edward Hendricks - CI&A Photography
modonline.com

Location 8, Gat Lebuhr Gereja, George Town, 10300 George Town, Pulau Pinang, Malaysia

[+] **PARIS: SAINT LAURENT RIVE DROITE CAFÉ**

Paris' iconic now-closed concept store Colette at 213 Rue Saint-Honoré has been taken over by a Saint Laurent boutique and exhibition space. On the corner between the address and Rue du 29 Juillet is a permanent open-air café, designed in-house by the luxury fashion brand. Each coffee cup has a QR code which gives access to a weekly playlist created by Saint Laurent's tastemakers.

ysl.com



Image Credit: Courtesy of Saint Laurent
ysl.com

Location 213 Rue Saint-Honoré, 75001 Paris, France

[+] **AMSTERDAM: PARK CENTRAAL**

Amsterdam's Park Hotel has been rebranded – and spatially transformed – as Park Centraal, a hospitality destination that celebrates Dutch design across 189 guestrooms and eight meeting rooms. Local studio FG Stijl handled the interiors of the ground floor and food-and-drink spot Bar Claes, interpreting iconic '70s design with a modern flair and incorporating work from contemporary Dutch artist Kat Klerks.



Image Credit: Steve Herud

fgstijl.com

Location Stadhouderskade 25, 1071 ZD Amsterdam, the Netherlands

[+] **LOS ANGELES: LADURÉE AT MANSUR GAVRIEL**

Women's fashion brand Mansur Gavriel teamed up with Paris-based patisserie Ladurée to develop a renewed dedicated hospitality area in its Los Angeles store, previously a space called Café Flora. The West Hollywood boutique now features a pink-and-green Ladurée café with indoor and outdoor seating able to accommodate 28 guests. This marks the patisserie's fourth L.A. location.



Image Credit: Courtesy of Mansur Gavriel

laduree.us

mansurgavriel.com

Location [8475 Melrose Pl, Los Angeles, CA 90069, United States](#)

[+] **HANGZHOU: HEYTEA GUODA PLAZA**

An interior ‘tea garden’, Heytea Guoda Plaza is the first location for the popular café brand in the Chinese city of Hangzhou. Nota Architects wanted to encourage creative use of the space through its flow: low planters and high installations are modelled like tea tree bushes and visitors can choose from terrazzo steps, soft seats or outdoor seats – the garden extends out into the shopping mall it’s in.



Image Credit: Wang Pengfei, Qian Shiyun

notaarchitects.com

Location Guoda Plaza 1st Floor, 1F01, Yan’An Road No 609, Hangzhou, Zhejiang Province, China

[+] **LONDON: NOVOTEL GOURMET BAR CITY SOUTH**

Novotel Hotels is taking a new, gastronomic direction with its public areas, indicated by Gourmet Bar City South in London. Designed by local studio Takagicapéran, the interiors both celebrate the history of the nearby Borough Market – with industrial glass-and-metal treatments – as well as the craft of cooking, with the use of timber, antique brass details and installation of a central bar.



Image Credit: Courtesy of Takagicapérán

takagicaperan.com

Location 53-61 Southwark Bridge Rd, London SE1 9HH, United Kingdom

[+] **FORT LAUDERDALE: THE DALMAR**

Tribute Portfolio Hotel The Dalmar is a 209-room metropolitan alternative to the beach hotels of Florida's Fort Lauderdale. Canadian studio DesignAgency, together with Wurzak Hotel Group, delivered an interiors which reference the golden age of American travel and symbols of South Florida and the West Coast. The hotel doubles as a cultural hub, offering an American bistro, artisanal coffee shop, and three bars – one, retro-themed on the 25th floor rooftop. In the reception area (pictured), a mixed media by artist Thrush Holmes is centre stage.



Image Credit: Bob Gundu

thedesignagency.ca

Location 299 N Federal Hwy, Fort Lauderdale, FL 33301, United States

[+] **SHANGHAI: HOLILAND PATISSERIE**

Holiland Patisserie is a recent hospitality addition to Shanghai's Vanke mall. The interiors were handled by London-based Universal Design Studio: Holiland is its first project in the city. The designers opted for a clean, geometrical space, creating moments of 'retail theatre' through internal windows which allow customers to see baked goods being made.



Image Credit: Seth Powers

universaldesignstudio.com

Location 3366 Caobao Rd Minhang Qu, Shanghai Shi, China, 201101

[+] **TIANJIN: STARBUCKS RESERVE**

Starbucks' first Reserve location in Tianjin, China took three years to realize. The company worked with local historic preservation experts to retain the original architecture and interior components of the setting, a 1920s-era building Riverside 66 designed by architect Shen Liyuan. The Reserve – whose end-space achieves Starbucks' continuing goal to provide people with a 'third place' – features multiple coffee and Teavana bars.



Image Credit: Courtesy of Starbucks

starbucks.com

Location Former Zhejiang Xingye Bank, No.237 Plus No.1, Heping District, Tianjin, 300000

[+] **ASPEN: W ASPEN**

The W Brand's design team collaborated with interior design firm Nemaworkshop and architects Rowland + Broughton to complete the second global W Mountain Escape, opened in Aspen. Following W Verbier in the Swiss Alps, W Aspen is a re-imagination of the traditional ski chalet: it has 88 guestrooms, 11 branded residences and one suite, all which evoke the warmth of traditional Swiss architecture and wink at the decadence of Aspen in the '70s.



Image Credit: Courtesy of W Hotels

nemaworkshop.com

rowlandbroughton.com

w-hotels.marriott.com

Location 550 S Spring St, Aspen, CO 81611, United States

[+] **LONDON: LANSEPHOF AT THE ARTS CLUB**

London's The Arts Club has a new state-of-the-art facility to offer its members: a medical gym. Ingenhoven Architects and The Lanserhof Group developed an architectural concept that combines a lounge, areas for sports training and others for health treatments. The lounge interiors are seamless with those existing in The Arts Club, while the rest of the establishment stays in line with specifications set for Lanserhof medical spas.



ingenhovenarchitects.com

lanserhof.com

Location 40 Dover St, Mayfair, London W1S 4NP, United Kingdom