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# hospitality design

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By Michael Webb  
Photography by David Phelps

# access hollywood

Cheryl Rowley walks the red carpet for her fifth Palomar







As **Cheryl Rowley Design** celebrates its 20th anniversary, the Beverly Hills, California-based firm continues to infuse new life into the Kimpton Group's Monaco and Palomar hotels. The Palomar in Westwood is the fifth of these crisply chic hotels—a brand that, like the Monaco, made its debut in San Francisco and then reached across the country. Rowley has stayed true to her original concept: urban, masculine, and refined, drawing inspiration from Jean-Michel Frank, the legendary French designer of the 1930s. But each takes cues from its neighborhood. “Wilshire Boulevard is lined with sophisticated urban penthouses and Westwood Village was once a setting for glamorous Hollywood premieres,” says Rowley. “I tried to abstract that sense of excitement,

particularly in the use of lipstick red and the sparkle of acrylic. For me that recalls Marilyn Monroe, whose ashes are interred in a mortuary close by.”

The emphasis on bold geometries, inventive details, and vivid splashes of color is evident as guests step into the spacious lobby of the 264-room Palomar. Chocolate carpets with carved cream-colored leaves play off the wenge and white oak chevron-patterned floor. Acrylic squares are suspended within chrome frames over a red lacquered wall that is lit to suggest a rippling curtain. A wall-sized bronze mirror reflects a red marble hearth in the lounge area, and the reception desk is faced with a relief of faux platinum squares.

A wall of red glass mosaic tiles that Rowley likens to

*Opposite page:* Rich colors and a wenge and white oak chevron-patterned floor define the Hotel Palomar Los Angeles - Westwood's lobby. *Above:* A wall of red glass mosaic tiles leads to the restaurant.





“a fractured sunset” leads to the restaurant. Wood boxes set into clear glass behind the bar frame bottles; the dining areas have moody lighting and an air of subdued luxury; and there’s a reference to the area’s rural origins in wheat-colored walls and stylized oak branches on the front of the bar. Guestrooms continue this air of comfort and sophistication with pearl-toned walls, limed ebony headboards, and eclectic furnishings done in faux snakeskin and lacquer finishes. And as a nod to the nearby towns that Hollywood stars call home, the stylish pool area features tilted mirrors and artisanal lanterns that evoke the sybaritic villas of Beverly Hills and Bel Air.

“The idea was to ignite the property with the explosive energy of the city, to bring the outdoor animation in,” Rowley says. “LA is exciting, dynamic, often intense; we sought to give the Hotel Palomar some of that same sense.” **hd**

[www.cherylrowleydesign.com](http://www.cherylrowleydesign.com); [www.kimptonhotels.com](http://www.kimptonhotels.com)

*Above:* Wheat-colored walls wrap the restaurant’s lounge and dining room. *Left:* Wood boxes set into clear glass line the bar while stylized oak branches cover the front of it. *Opposite page, from top:* Artisanal lanterns that evoke the sybaritic villas of nearby Beverly Hills and Bel Air decorate the pool; a guestroom, with its pearl-toned walls and a limed ebony headboard.





## Hotel Palomar Los Angeles - Westwood

**Owner** Kimpton Hotels

**Architecture Firm** Gensler, Los Angeles

**Interior Design Firm** Cheryl Rowley Design, Beverly Hills, California

**Interior Design Project Team** Cheryl Rowley, principal; Grand Gascon, Sr., project designer; Linda Collins, project manager; Danielle Hirsch, senior designer; Laura Rogers, designer; and Erwin Canela, senior job captain

**Artwork** Neal Menzies, Soho Myriad, Perrell Fine Art, Robin Ficara, and Monarch Art & Frame

**Carpet** Innovative Carpets

**Stone and Tile** City Tile & Stone

**Furniture** Troy Wesnidge, Century Furniture, Vaughan Benz, and Andreu World America

**Lighting** Neidhardt Lighting, McEwen Lighting, and Charles Loomis

**Wallcoverings** Maharam, Metro Wallcoverings, MDC Wallcoverings, LBI/Boyd, Robert Crowder Company, and Art People Wallcovering

**Window Treatments** SK Textile, MechoShade Systems, and Conrad Shades

**Upholstery** Lily Jack

**Mirrors** Global Views, Mirror Image, and Majestic Mirror

**Outdoor Furniture** Jane Hamley Wells, Fong Brothers, and Sutherland

**Red Glass Mosaic** Mixed Up Mosaics

**Acrylic Feature Wall** Envel Design

**Glass** Pulp Studio

**Artist Finish at Front Desk** Doug Bourman & Associates

**Custom Japanese Dream Tree in Lobby** Krislyn Design

**Millwork** WB Powell