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Architects Utilized Unique Design Elements For These Hospitality Projects

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Unique design elements enhance hospitality projects. JOSEPH D. TRAN

Architect firms often incorporate a unique element when designing a major project for the hospitality industry. These can include massive atriums, bright color schemes in hotel rooms and creative spaces for business travelers. These recent projects each include a

unique design element of their own, ranging from authentic representation of Native American history to art programs that reflect cultural influences.



The design draws inspiration from the surrounding area. JOSEPH D. TRAN

Project: Sheraton Reston, Virginia

Unique Element: Design Rooted in Local History

The newly renovated Sheraton Reston in Reston, Virginia provides a contemporary, guest-first design that draws inspiration from the history of the surrounding area. Washington, D.C. architecture and design firm, [//3877](#), worked closely with Marriott International to incorporate the brand's new Sheraton prototype flawlessly into the architectural refresh of the property. The design draws inspiration from the surrounding area and Reston's history as one of the first fully planned, "new towns" in the country, developed after the height of the mid-century modern movement. The design of the Sheraton Reston is intended to be warm and familiar, with natural residential elements balancing those which are linear, industrial and urban. This idea is manifested in the design through the use of

a warm and inviting color palette sprinkled with soft and residential-like textures. The warm wood and clean lines of mid-century furniture and the deep jewel tones of the time period influenced the direction of the hotel's design.



An art program that reflects the cultural influences. EATON FINE ART

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**Project: Hyatt Place Tampa Downtown and Hyatt House
Tampa Downtown, Florida**

Unique Element: Historical Inspired Artwork

Situated across from Tampa's historic City Hall, this newly constructed 17-story building offers a unique layout with a single lobby serving both the 230-room Hyatt Place branded hotel and 115-room Hyatt House branded hotel. New York-based architecture firm **Baker Barrios Architects** and hospitality-focused interior design firm **Stonehill Taylor** collaborated with Austin, Texas-based art consulting firm **Eaton Fine Art** to create a unique art program for the guest rooms, corridors and public spaces throughout the dually-branded hotels. Eaton Fine Art joined forces with all parties involved to curate an art program that reflects the cultural influences and visual characteristics of Tampa and the golden age of travel. Eaton Fine Art was tasked with curating an engaging art program that marries a bohemian vibe with Tampa's culture and lush tropical climate. The team collaborated with local artists to customize an art selection that captures the history, theme and color palette of Tampa.



The design team consulted with the Choctaw Nation. GARRETT ROWLAND

Project: Choctaw Casino & Resort Expansion, Durant, Oklahoma

Unique Element: Respectful Integration of Native American Culture

In an accelerated 30-month timeline, **JCJ Architecture** completed a two million-square-foot expansion of Choctaw Casino & Resort in Durant, Oklahoma. Designed and built in collaboration with Tutor Perini Corporation, the expanded property centers around a 21-story, luxury Sky Hotel Tower that ascends from an expansive three-acre resort pool and offers increased gaming and entertainment options, amenities, restaurants and a world-class curated collection of Choctaw art. Drawing upon a decade-long collaborative relationship, the design team consulted closely with members of the Choctaw Nation to realize the tribe's mission and contribute to the community's economic resilience beyond the casino campus. JCJ Architecture developed an expansion that elevates the guest experience and sets the tone for future growth of

the property, all while harmonizing with the existing site and integrating an authentic representation of Choctaw history and culture.



The hotel is the tallest all-suite hotel in the world. BURJ AL ARAB

Project: Burj Al Arab, Dubai

Unique Element: Billowing Arabian dhow sail

Burj Al Arab, translated to “the tower of Arabs,” add a sproutive elegance to the building’s stance as it soars out of the turquoise shore, keeping a proud watch over Dubai’s dazzling cityscape. Architecturally designed to resemble a billowing Arabian dhow sail, the hotel is the tallest all-suite hotel in the world. Standing at 321m

tall, it is built on a man-made island off Dubai's coastline and has the world's tallest atrium, which ascends over 180m and is flanked by imposing golden columns. Architect Tom Wright of **WS Atkins** was the concept architect behind the Burj Al Arab, tasked with creating a ground-breaking superstructure that reflected the heritage and traditions of Dubai and Arabia. More than 30 different types of Statuario marble have been used in the walls and flooring throughout the hotel, and 1,790sqm of 24carat gold leaf was used to embellish the interior.



Guests entering the lobby pass through ornate wooden doors. CONRAD TULUM RIVIERA MAYA

Project: Conrad Tulum Riviera Maya

Unique element: Immersive bond with the setting

Surrounded by jungles, beaches, hidden cenotes and colorful flora and fauna, Conrad Tulum Riviera Maya is designed to give guests a deep connection with Tulum's distinctive landscape. The design team, led by **HBA**, fostered an immersive bond with the setting by emphasizing the area's distinct quality of Mexican craftsmanship. Guests entering the lobby pass through ornate wooden doors and are immediately greeted by sweeping ocean views and a jaw-dropping macrame art installation comprised of over 7,000

separate strings, a nod to ancient Mayan architecture and Tulum's surroundings. The nature-inspired theme continues in the guestrooms with floor-to-ceiling windows for panoramic ocean views, hand-painted jaguar murals in each bathroom and organic elements such as stone, warm-toned wood and metal. Additional design firms include **Ezequiel Farca**, **Paulina Moran** and **Esrawe**.



Built-in shelving adds to the residential ambiance of the hallways. ROSEWOOD MANSION ON TURTLE CREEK

Project: Rosewood Mansion on Turtle Creek, Dallas, Texas

Unique Element: Historical Inspired Artwork

Conceived by interior designer Thomas Pheasant and Dallas-based architecture firm, **three**, Rosewood Mansion on Turtle Creek features design concepts that celebrate the original building's characteristics. Transformed from a private estate into a hotel 40 years ago, this boutique property offers guests a fresh sense of style, modern, redesigned spaces and a curated art collection. For the

renovation, Eaton Fine Art curated 50 custom-created works which are scattered throughout the newly designed spaces. Guest corridors are lined with large-scale portrait-style black and white photographs of classic Western symbols such as tooled silver spurs and abstracted images of horses to provide a significant visual impact at the ends of the corridors. Adding to the residential ambiance of the hallways, built-in shelving houses 128 handcrafted, ceramic vessels, each different in shape and size, commissioned by potter Sara Paloma.

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