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21

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EXCLUSIVE: EFA DEBUTS FOR VIRGIN HOTELS

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OSHARES

[Eaton Fine Art \(EFA\)](#), a full-service art consultancy firm, has debuted its impactful art collection for the guestrooms, suites, luxury Premier Suites and spa at Virgin Hotels Las Vegas, Curio Collection by Hilton. Located just a mile from the Las Vegas Strip, this 1,504-room luxury hotel is the largest property from the Virgin Hotels brand. Eaton Fine Art collaborated with California-based interior design studio [Studio Collective](#) and Las Vegas-

based architecture and interior design firm [Klai Juba Wald](#) to curate a thoughtful art collection for this luxury hotel.



Drawing inspiration from Virgin Hotels’ forward-thinking brand ideology, the art collection breaks the mold with an atypical art experience. The Eaton Fine Art team curated a collection with an unexpected youthful energy, while also evoking a sense of place for guests to connect with. In the spa and guestrooms, Eaton Fine Art incorporated various desert-inspired elements to harmonize with the surrounding area. These pieces are unique interpretations of the surrounding sights providing guests with a serene respite from the city’s hustle and bustle.

“When curating this art collection, we wanted the art to make people smile—whether that was through including pieces that make you laugh with a little bit of cheeky humor or just a really beautiful piece of art,” said Terry Eaton, president/chief curator, Eaton Fine Art. “Overall, the art collection we created for Virgin Hotels Las Vegas helps to bring an uplifting and positive energy into the spaces that the Virgin brand exudes.”





For the Premier Suites, the team commissioned artists from around the globe to create a unique art collection reminiscent of personal curation. Each suite boasts an intriguing connection to its original concept, with meticulously chosen artwork to capture the essence of the space. For the Richard Branson Suite, the team drew inspiration from the Virgin Group founder, resulting in a bohemian and relaxed setting brought to life through a diverse array of natural textures such as stained wood, shells and porcelain.



Other suites at the Virgin Hotels Las Vegas, Curio Collection by Hilton also have their own personality. The Stellar Suite offers a truly otherworldly atmosphere, embracing a futuristic theme. The art collection features unconventional pieces made from various materials and textures. In the Shag Suite, guests can find a sultry '70s vibe with its lavish velvets and boudoir-inspired decor. The artwork within all of the suites aligns with Virgin Hotels' branding while also emphasizing its individual characteristics. Above the beds in each suite, playful neon signage serves as a creative nod to The Strip's bright lights, injecting a touch of fun and humor while adding an illuminated element that complements the lively nightlife scene of the city.

Eaton Fine Art's curation continues into the spa's lounge area. Within this space, the desert theme is continued with imagery integrating warm orange tones into the design scheme to create a relaxing and inviting serene space. Further tying in the vibrancy of Las Vegas, a neon sign that reads "Summer Vibes Only" dresses a wall to let guests know they have entered a place to unwind.



Photography: Michael Tessler

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