



## The Row Hotel

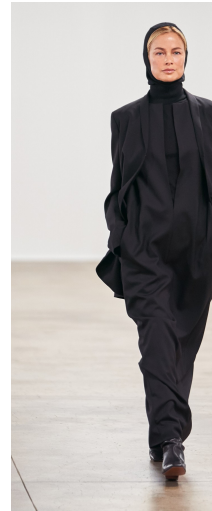
a hotel design inspired by the fashion brand The Row

Palm Springs



Site

Mary-Kate and Ashley Olsen



The Row

London



New York

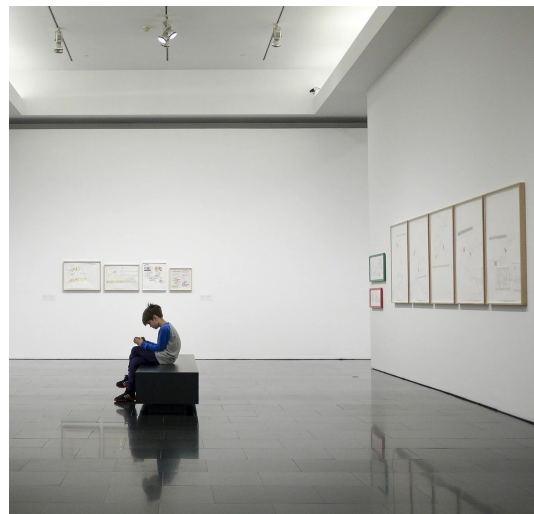
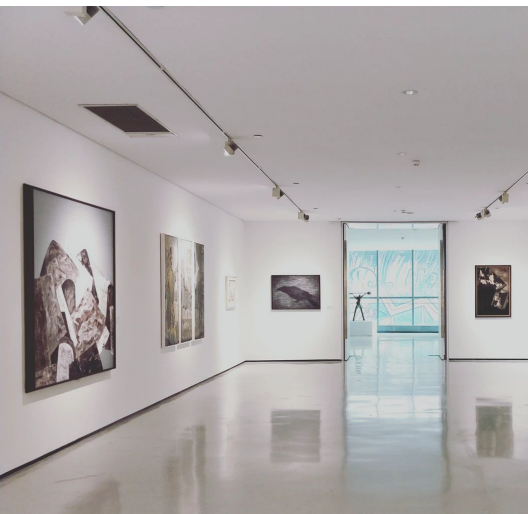


Los Angeles



Retail Presence





## Design Strategy

Like wandering around a gallery

Villa Savoye



Barcelona Pavilion



The Row, Los Angeles



## Material Strategy

Neutral  
Natural  
Detail Rich

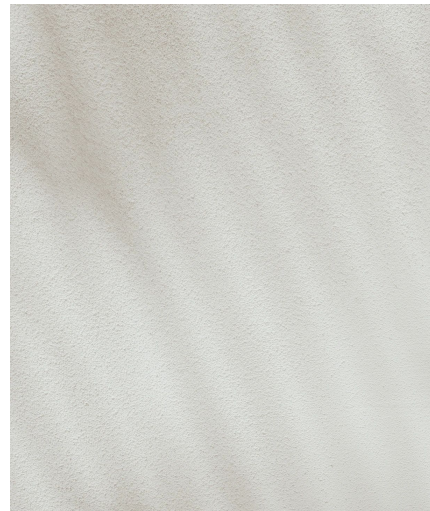
Polished Concrete



Plaster



Stucco



White Painted Wire Mesh



Neutral



Oak Paneling



Clay Brick



Limestone Tile



Board-formed Concrete



Natural



Polished Granite



Charred Wood Paneling

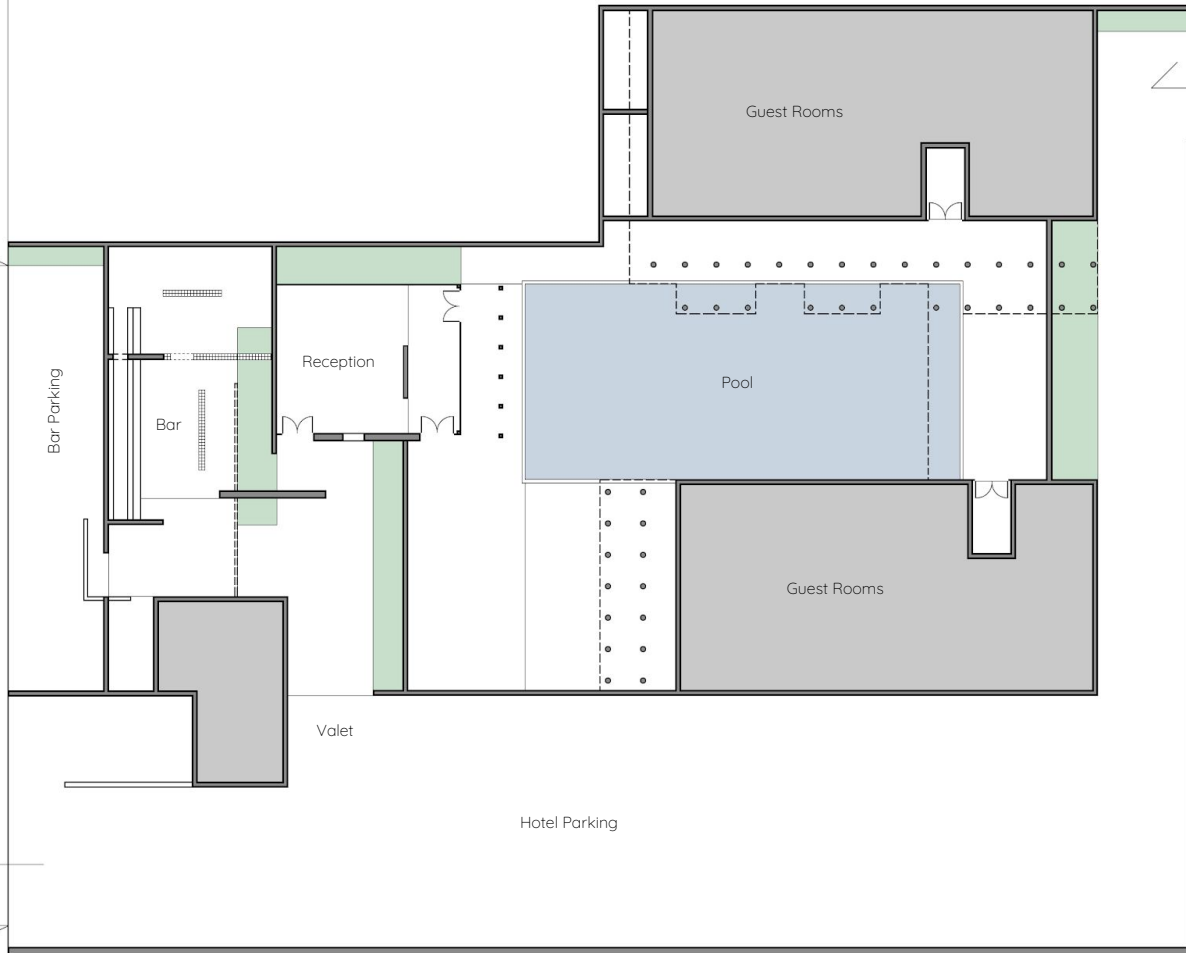


Detail Rich

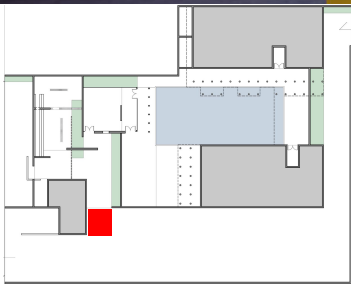


The Hotel

S Belardo Rd

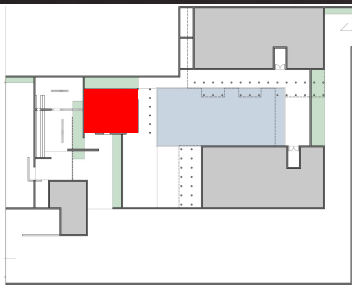


S Palm Canyon Dr

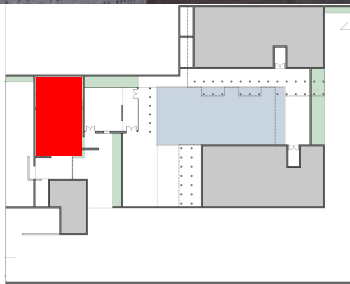


Valet

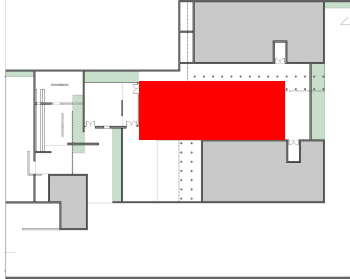




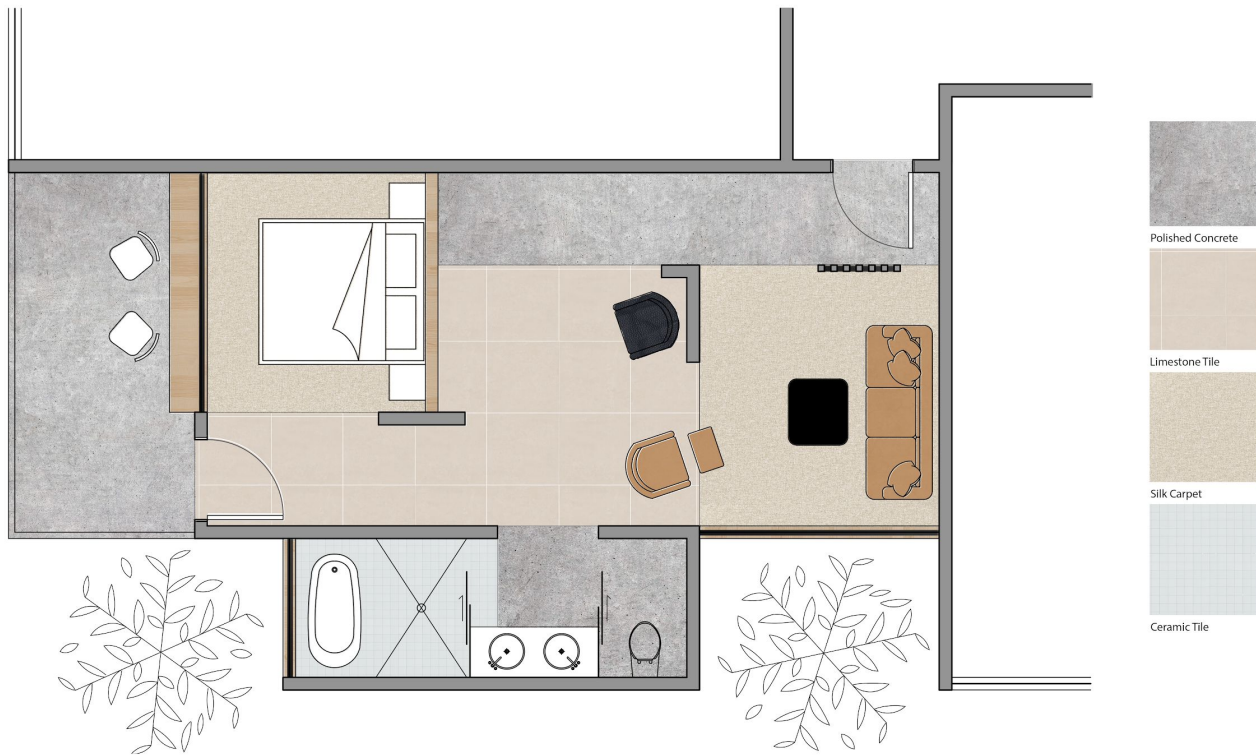
Reception



Bar

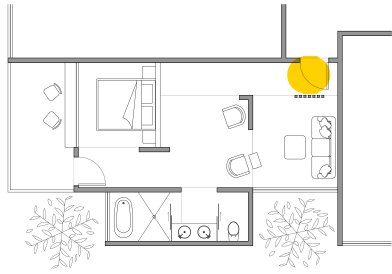


Pool

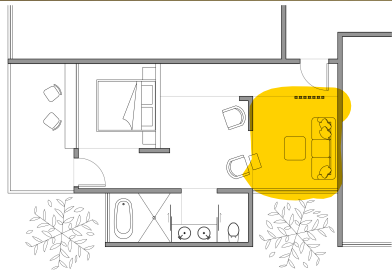


Guest Room Floorplan

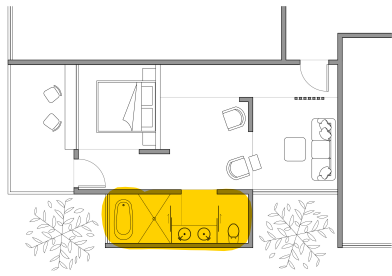




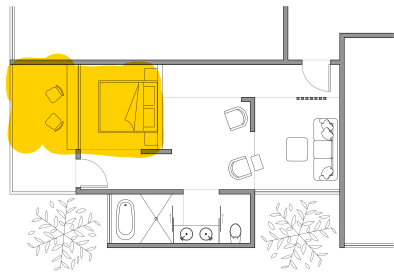
Entry



Living Room



Bathroom



Patio and Bedroom





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