

Room service words ed nakfloor



From rooftop deck to subterranean lounge, Jonathan Morr's year-old Townhouse is less über-chic hotel, and more casual cool communal living. Gathering areas abound, perfect for chatting up the pretty young things who want a taste of South Beach style, without the wallet-straining rates of the Townhouse's pricier, yet no more stylish cousins down the block. The lobby includes great magazines and newspapers, plus a spot where new arrivals can get the lay of the land over a casual Parisian breakfast or a cup of coffee later in the day. Each floor features cardio equipment at the end of the extra-wide corridor, where guests can melt away last night's indulgence (no room at this inn for a full gym). You can even wash away the memories of a "what-did-I-do" evening in the lobby's free laundry machines. Design fans will be pleased that designer du jour, India Mahdavi, developed the hotel's signature style and selected all of the scarlet, baby blue, beige and white furnishings, like flowered lampshades, 70s-era telephones, L-shaped couches, comfy beds and red "poufs." When the sun beckons, hit the roof of the circa 1930s building, where a glow-in-the-dark water tower, (thanks to some creative plumbing), sends a cooling spray over the bronzed crowd. No need to worry about those annoyingly ugly lounge chair indentations on your backside because you "lay out" on queen-sized waterbeds all the while a DJ sets the mood with sounds to match the weather. Finally, when you wake up from your sun-induced coma, get cleaned up and head downstairs to Bond St. Lounge, the southern outpost of Morr's popular New York City spot for sushi. Jonathan says hotels like the Townhouse fill an important niche by putting sophisticated sensibilities within reach, adding that, "every city needs a Townhouse." We couldn't agree more.

Townhouse
150 20th Street
Miami Beach
877 534 3811
www.townhousehotel.com
69 rooms; 3 penthouse suites
Room Rates: \$125 - \$450
A Jonathan Morr Hotel

Leisure travel is about getting away from it all and perhaps finding a little local color along the way. Yet, as American locales begin to mirror each other, those shades you do find may be a bit faded. However, some cities and savvy businesses bring out the Pantone guide. Take for example Yvonne Detert, who practically gushes when talking up her quintet of small, choice hotels, steps from Union Square. Each has a very distinguishable personality; hence the name of her company, Personality Hotels on Union Square. So in an age of homogeneity, how do you make a statement so guests take notice? "Innovation," Detert asserts, recounting her company's two decades experience as innkeepers, saying hers were the first boutique hotels when bigger — soaring atria and "shopping" arcades et. al. — certainly meant better. "Since our first hotel, the goal has been to create something totally different," she says. Adjectives aside, Hotel Diva says much in a small space. Working with architect and designer, Olle Lundberg, Detert's Diva is clean and contemporary without pretense or severity. Sculpted steel furnishings and accessories anchor the design, while the color palette is limited to gray, silver and a sea of cobalt carpeting, with jumps of color being bright orange shower curtains. Harry Bertoia chairs are right at home in the guestrooms, where the floor-to-ceiling cold-rolled steel headboards are a guest favorite. And bowls of green apples, a Diva signature, round out the look. So is a place so rooted in design able to have a little fun with itself? "Absolutely," Detert says, pointing out Divaaah-logoe robes in the guestrooms and nightly turndown where a palm-reading fish (it curls up when held in your hand) offers some insight into what lies ahead of you that night. Sweet dreams indeed.



Hotel Diva
440 Geary Street
San Francisco
800 553 1900
www.hoteldiva.com
111 rooms and suites
Room Rates: \$140 - \$259
Special Diva pampering packages available
Member of Personality Hotels on Union Square