

THE NEW LOOK ROOM BY ROOM

Nativo Lodge

CONCEPT: The design of each of the six properties that comprises Heritage Hotels & Resorts is meant to evoke - and be truthful to - the history and culture of its Southwestern location. At the 147-room Nativo Lodge in Albuquerque, the lobby - guests' first formal impression of the property - makes this eminently clear. "As with the rest of the property, we wanted the grand lobby to reflect New Mexico's authentic past, which goes beyond many visitors' sense of native Southwestern design as simply being about Navajo rugs and sand paintings," said Heritage's President/CEO James Long. "At the same time, we're not looking to create a museum in any of our hotels. The design is meant to be dramatic, eye catching, and even a bit theatrical.

EXECUTION: As the centerpiece of the soaring atrium lobby, the design team working on the project commissioned a local artist to create a 14-foot high sculpture of a shaman with its arm raised, part metal and hand painted. "There's an abstract quality to the figure that's very striking," noted project manager Jason Cosyleon. "Even though the shaman is not specifically a religious figure, there are a lot of spiritual overtones to it." An artist-drum maker, meanwhile, was commissioned to create rawhide covers for the public space's light fixtures that are decorated with Native American symbols.

RESULT: Guests have responded to the design very positively, Cosyleon noted, not only to the artwork and decorative objects themselves, but to the overall ambience of the space. "Part of the lobby's appeal is the dramatic use of color and lighting, which give the design a very contemporary feel," he said. "The color palette emphasizes vibrant tones, which are meant to stand out." LED computerized lighting equipment has been programmed to slowly change colors and moods, creating a light show effect.

-Bruce Serlen



Design Details:

Property: Heritage Hotels & Resorts **Designer:** Internal Team effort **Project Cost:** N/A **Theme/Influence:** Authentic Southwestern culture **Signature Features:** Commissioned sculpture, light fixtures and other art objects **Purchasing Agent:** N/A **Major Vendors:** Janus et Cie furniture, Dell and Samsung electronics, Color Kinetics CED light fixtures, Durkan custom carpets