



Urban Glamour

The WOW! Collection at the W Hollywood interprets LA chic



Dining Room by Barclay Butera

The \$350 million **W Hotel and Residences** development is the first branded project of its kind in Los Angeles providing hotel, retail, and luxury for-sale dwellings at one location. "The W Hollywood is a modern interpretation of classic Hollywood glamour," says lead architect, Eddie Abeyta of **HKS**. The hotel complex features 143 residences, including the WOW! Collection, and will officially open on March 31st.

The WOW! Model collection showcases seven unique residences designed by seven interior designers interpreting how they each define "Hollywood urban." From the homage that **Kahi Lee** pays to Hollywood heavy hitters with the stark penthouse's walls lined with **Romo's** black geometric-cut velvet, to the cheeky life-sized poly resin **cash cow** installation on the terrace of an up-and-coming actor's bachelor pad by **Interior Illusions**, the designers display the city's eclectic tastes. Other WOW! Collection designers include **Barclay Butera**, **Cantoni**, **Mark Cutler**, **eConnect/Kelly Van Patter**, and **Poliform**.

Registered for LEED Silver certification, construction of the condos emphasized locally manufactured, post-industrial reclaimed materials and renewable resources such as coconut palm wood flooring. Kitchens are equipped with **Kuppersbusch** pollution-free appliances. The countertops, cabinets, and closets are designed by Poliform and manufactured using recycled and low-toxicity materials.

In addition to the W hotel's red carpeted lobby by **Designstudio**, and its plush landscaping by **Rios Clementi Hale Studios**, the complex also includes a residents-only rooftop pool, outfitted with an arching cabana clothed in aluminum scales. The Residences at W Hollywood's interior architect, Kevin Daly of **Daly Genik Architects**, was called to design the cabana as "a Venus' flytrap for supermodels."