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How to Design Your Home Like a Fancy Hotel? Top Decorators Give Tips

Hotel designers can take bold risks because guests only stay for a few days. These six experts advise taking that strategy and making big choices for the spaces where you spend your most important time.



A lounge at the Commodore Perry Estate. *Source: Auberge Resorts Collection*

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Predictability used to be the most desirable quality in a hotel. Luxury chains promised the same crisp bed linens, sparkling marble bathrooms, and generic artwork whether you were bedding down in Tokyo or Toronto. But no longer: Hotels' calling cards are now more individualistic—and more homey. “The worlds of home and hotel design have completely merged,” says [Tara Bernerd](#), a London-based designer whose projects include the [Rosewood Munich](#) and [Thompson Chicago](#).

The numbers bear out that claim. A report in July by the Highland Group consulting agency found that the segment comprising boutique hotels, which generally have fewer than 100 rooms and prioritize a personalized experience, is growing much faster than the industry overall and generates more revenue per available room than traditional hotels.

There are major differences between designing a hotel of 200 rooms and designing your house, which has just a few, but the biggest is that a home can use more delicate materials. “In a commercial environment, you have to make sure everything can withstand a lot of wear and tear,” says London-based architect and designer [Martin Brudnizki](#), who has Eden Park, St. Barth's, and Bondi West.

BRUDNIZKI, WHO HAS EDEN ROCK ST BARTNS AND PENNY WEST HOLLYWOOD ON HIS RÉSUMÉ. ON THE FLIP SIDE, THE AVERAGE HOTEL STAY IS BETWEEN TWO AND THREE NIGHTS, SO HE FEELS FREE TO MAKE BOLDER CHOICES. “YOU CAN ALWAYS BE MORE EXPERIMENTAL BECAUSE PEOPLE ARE ONLY THERE FOR A SHORT TIME.”

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That more audacious approach, says San Francisco-bred designer Ken Fulk, is precisely the reason that many of his private clients are inspired by their favorite getaways. “Hotels—the good ones, anyway—are transportive places that imprint on our memories. And for many of us, we want to bring that feeling home,” he says. “There’s magic in those special spaces, and it’s no longer outside the realm of possibility to live that way every day.”

We talked to six designers about their latest hotel projects and their tips for achieving a similar style at home.



An excess of color, texture, and pattern can raise the stature of not-so-grand rooms. Source: [Hotel Le Grand Mazarin](#)

OVERSTUFF SMALL BEDROOMS

The Swedish visionary behind some of the world’s most stylish hotels, Brudnizki is not one for subtlety. His new project, Le Grand Mazarin, is housed in an old Parisian aristocratic estate in the Marais. Rather than pare down its pint-size rooms, he filled them with color, texture, and pattern. Tapestries drape over beds like royal canopies, bunches of patterned curtains layer over vibrant walls, and graphic throws add tiers of texture.

“You can make up for a lack of space with a lot of atmosphere and design detail,” he says.



Unified elements, like a color scheme, allow pattern-on-pattern maximalism to work. Source: *Downtown L.A. Proper Hotel*

MISMATCHED CAN BE WELL MATCHED

At Downtown L.A. Proper's new location, layers upon layers of pattern and color— a Kelly Wearstler trademark—are everywhere: checkered ceramics over tiled tables; sofas upholstered in mix-and-match fabrics and topped with striped pillows; beds dressed in no fewer than four different linen styles. Worrying about mismatching, she says, is an outdated concern.

“While patterns and textures might clash at times, if there are uniting elements, such as monochromatic colors or complementary graphic patterns, it’s in a good way,” she says.



Material and color details tie together the larger space from each of its smaller areas/vignettes. Source: *Four Seasons Hotel and Residences Fort Lauderdale*