

# hospitality design

august 2022 | [hospitalitydesign.com](http://hospitalitydesign.com)

great heights  
**the hotels issue**

hd Presenter of  
**expo+**  
conference

hospitality design

august 2022

the hotels issue

hd vol.44 no.6

Presenter of HD Expo, a hospitality design event



# w philadelphia

**Design firm:** designstudio ltd, Tucson, Arizona

**The details:** To create a luxurious experience in Philadelphia, designstudio ltd took cues from the French influences behind the city's parks as well as the "sound of Philadelphia" music scene of the 1970s. "W Philadelphia demonstrates a whimsical embrace of both modern and historical references," says designstudio principal and design lead Sharilyn Olson Rigdon. "With every design choice, the story of Philadelphia's community and culture is celebrated, from the first to the 49th floor." Illuminated "trees" and floral hues animate the eclectic lobby living room, while rock 'n' roll imagery punctuates the nearby bar, where a cabinet of curiosities heralded by handpainted skulls awaits. The urban gardens of the city are also translated with greenery and floral-wrapped walls on the hotel's 7th floor pool deck, where guests are invited to lounge alongside views of a historic corner of Philadelphia's skyline. Artful focal points include a large mosaic mural and illuminated resin busts of Ben Franklin and Marie Antoinette to "symbolize the meeting of the colonial and baroque design motifs," Rigdon adds. The signature Extreme Wow suite, meanwhile, radiates a hedonistic flair with white marble, custom lacquer wall panels, and bronze mirrors. Metallic leather, velvet lounge seating, and gold details animating rotating canopy beds simultaneously pay homage to '70s glam rockers and bacchanalian French carnivals.

