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Hotel Design

TRENDS, FASHION & INSPIRATION

Queen of **Style**

Ivanka Trump:

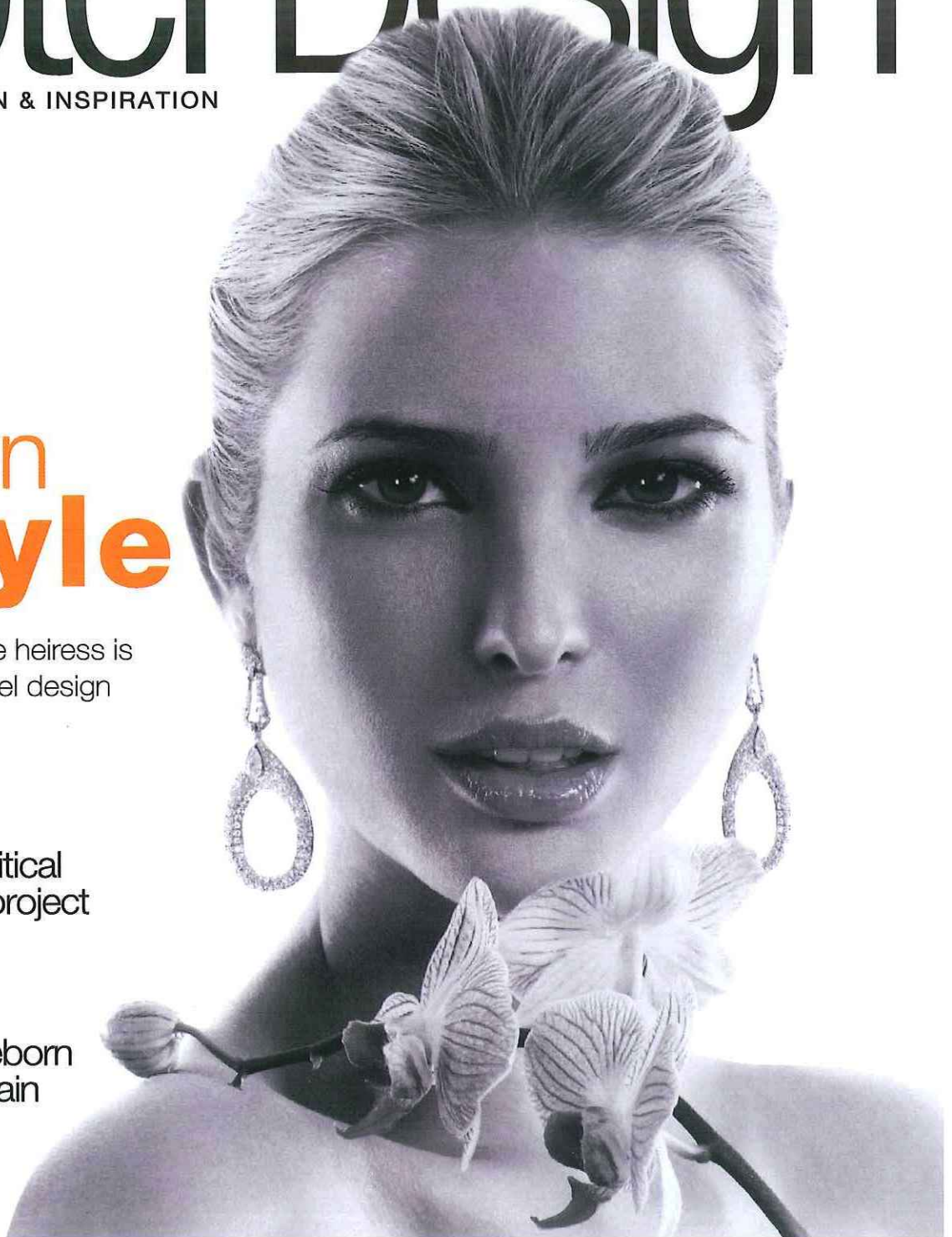
How the real estate heiress is affecting luxury hotel design

Why reuse is critical
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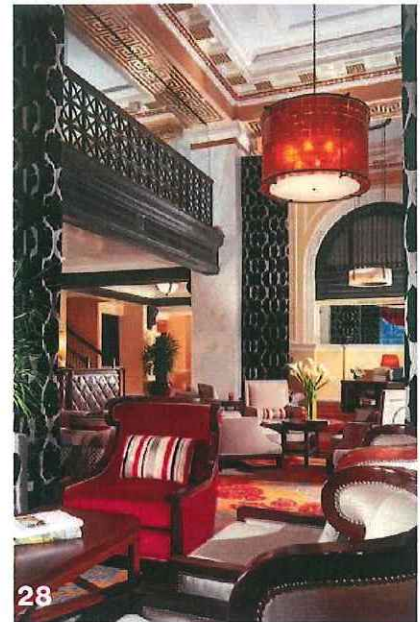
Historic bank reborn
as a hotel ... again

IVANKA TRUMP
TRUMP INTERNATIONAL



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on the cover:

Ivanka Trump

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TRUMP OCEAN CLUB INTERNATIONAL HOTEL & TOWER

Queen of **Style**

BY PAUL J. HENEY

Ivanka Trump has definite opinions on design ... and she intends to use them



TRUMP HOTEL COLLECTION: WAIKIKI



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For a self-described “opinionated” person—and the daughter of a man well known for having an opinion or two of his own—Ivanka Trump certainly knows how to put people at ease. She begins with a self-deprecating remark about how she isn’t the easiest person to coordinate schedules with before launching into her vision for how design fits into The Trump Collection. She glides from

project to project with ease, and her excitement about working with the various designers she names is palpable.

Trump, daughter of famed real-estate-developer-turned-reality-TV-star Donald Trump, has had an interesting ride thus far. When she first appeared on the cover of *Seventeen* as a model, it would have been easy to write her off as another glamour-girl socialite who had few real ambitions. But since then, she has

continued her modeling career, launched a line of jewelry and graduated summa cum laude from the Wharton School of Business at the University of Pennsylvania with a bachelor’s degree in economics. She has spent the past several years growing her involvement in her father’s company, The Trump Organization, as EVP of development and acquisitions. There, she has built a niche for herself by playing a vital role in the design decisions

for the company’s hotel collection, The Trump Collection.

An organic process

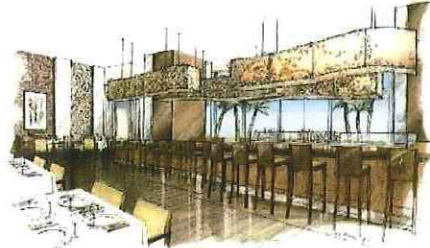
Trump says the process of designing each new Trump Collection property is an informal one, and it starts with her—she says the corporate joke is that she’s “the resident female” in the office.

“Right from inception, I’m involved in planning [and] the interview process,” she says. “I find

[an informal process] to be the least stifling and the most productive when you’re dealing with aesthetic design.”

The Trump Collection does not have in-house designers, and Trump says they have always felt it was more useful to bid out each job and find people who understand each market they work in.

“While we have people to manage the construction process and to supervise the process, both in



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terms of architects and in terms of interior design, we like finding outside talent that can make each project unique," she says. "I think that when you bring too many of those functions in-house, you start to repeat many of the same elements through each of your projects."

Trump says sometimes her team will take successful elements of different projects from job to job.

"But I really like assembling a new, fresh team for each project that we build," she says.

Trump sometimes hires one interior designer who does all the spaces. Other times, her team carves out specific aspects of the building, such as when it makes sense to work with their restaurateur's preferred designer or focus on a specific big-name designer for the spa, guestrooms or public spaces.

Betsy Hughes, associ-

ate at HBA/Hirsch Bedner Associates, has been working with Trump on the Trump Ocean Club, slated to open in Panama City, Panama in 2010. She says Trump's design process has worked well for HBA.

"Ivanka has a wonderful ability to review the essence of the project and also to study a detail on a guestroom headboard," Hughes says. "She is thoughtful, expressive and direct. This, in my experience, has allowed the project to move forward at a quick pace."

Suzanne Nessel, principal of SN Design, is the interior designer for the Trump Waikiki Beach Walk property, scheduled to open later this year in Honolulu. She says her initial design meeting with Trump and The Trump Collection team exceeded her expectations.

"After introducing the design concept ... and presenting the finished

boards for each space, Ivanka closely reviewed each of the 24 boards. She took the time, along with other members of her team, to exchange positive comments and offer ideas and suggestions in a most diplomatic manner. The collaboration was extremely valuable, articulate, mutually respectful and very beneficial to project direction," Nessel says.

A sense of place

While The Trump Collection does a lot to position itself as a luxurious brand, Trump also feels passionately that her properties are viewed as contextual.

"Our project in Las Vegas has a very Las Vegas type of glamour and feel," she says. "Our project in Chicago, while very grand, is more contemporary and modern and sleek. Soho/New York, which will be opening this fall, while very luxurious, has

Project Focus

NAME: Trump Ocean Club International Hotel & Tower

LOCATION: Panama City, Panama

DESIGN CONSULTANT:

HBA/Hirsch Bedner Associates

GUESTROOMS: 369

COST: More than \$400 million

DETAILS: Includes condominiums and condo-hotel units, wellness spa, oversized infinity pool and deck, private island beach club, upscale boutiques and shops, office lofts, hotel sky lobby, business center, concierge service, valet parking.

a much funkier vibe to it. So, each project really fits within the context of the city and neighborhood in which it's built."

In the case of the Waikiki property, Nessel worked to create a project that is urbane, sophisticated and materially luxurious—yet subdued and reflective of the local lifestyle that honors the natural environment.

"We designed the building so the interior spaces all allow for full exposure to the elements and take on an outdoor character, which helps to

integrate the building into the surrounding views and landscape," Nessel says. "At every opportunity, we bring plants up from the ground and into the building, using them as shading material, edge definers, guardrails and screens."

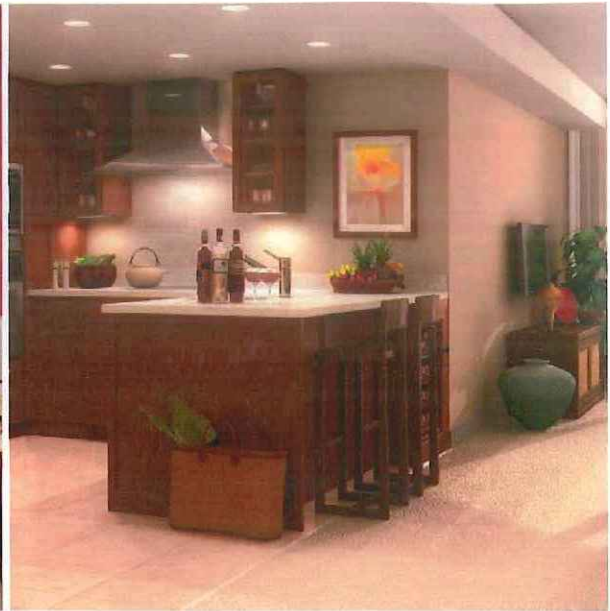
Nessel says they celebrate the unique location in the Hawaiian Islands by subtly introducing natural elements and Hawaiian motifs that are redefined in a contemporary and understated context.

"We wanted to intro-

industry player



ALL IMAGES: TRUMP HOTEL COLLECTION: WAIKIKI



Project Focus

NAME: Trump International Hotel Waikiki Beach Walk

LOCATION: Honolulu, Hawaii

INTERIOR DESIGN: SN Design

GUESTROOMS: 464

COST: About \$350 million

DETAILS: Includes residential-like accommodations, sixth-floor waterfall and infinity pool, lanai deck, private cabanas, indoor and al fresco dining, spa, fitness center, lobby bar, library, beach access, concierge service, valet parking.

duce a sense of fine craftsmanship while incorporating exotic materials to create a sense of luxury that is understated yet contextual," Nessel says.

Hughes says the Panama property makes use of molas, a part of the traditional costume of the indigenous Kuna women.

"The artwork is a sophisticated approach to local crafts and/or subject matter," Hughes says. "For example, upon entering the sky lobby, the elevators are separated from the lobby lounge by overscaled, suspended molas. The mola is unique in its size

and subject matter. Even the fabrics used in the creation are modern and will allow for the pair of masterpieces to be seen from both sides. ... We are certain these will be a source of national pride."

Trump says giving hotels a real local personality is something that people are gravitating toward.

"In the 1950s, you started to see a massive standardization, in terms of how hotels looked and how hotels appeared, and that served a function in terms of reconciling standards among some of these brands," she says.

"But I think now, for a luxury experience at least, people don't want cookie-cutter. They want to go vacation in Hawaii and feel as though they're in Hawaii, while not compromising the luxury they'd expect in New York City. And that's something that we put a lot of time and consideration into—how to bring natural elements of the environment that we're developing in into our building in a not-kitschy and a timeless way."

Part of that, she says, is selecting people who have versatility.

"I have definite ideas

on what I like to see and a quality I expect in each of our buildings, but I also like to work with a designer who has a solid vision—while not totally inflexible—but who has a definite vision of how they can create something really exceptional."

Hughes says she has learned a lot working with The Trump Collection.

"This project is clipping along at a really quick pace, so one lesson is a reminder about scheduling and learning to supply the information to the team. ... Both the construction team and

ourselves have learned to stay flexible and to collaborate to reach our goals," she says.

Hughes says this is her first project with the Trump organization, and she appreciates how they, like HBA, are nimble and team-oriented.

"They are agreeable to new ideas but consistent in quality," she says. "From my view, Ivanka seems to be a big part of this and the formula works. This project has a welcoming spirit, and the team members are respectful of each other and we are all focused on common results."