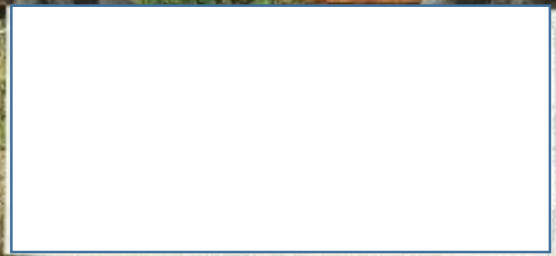
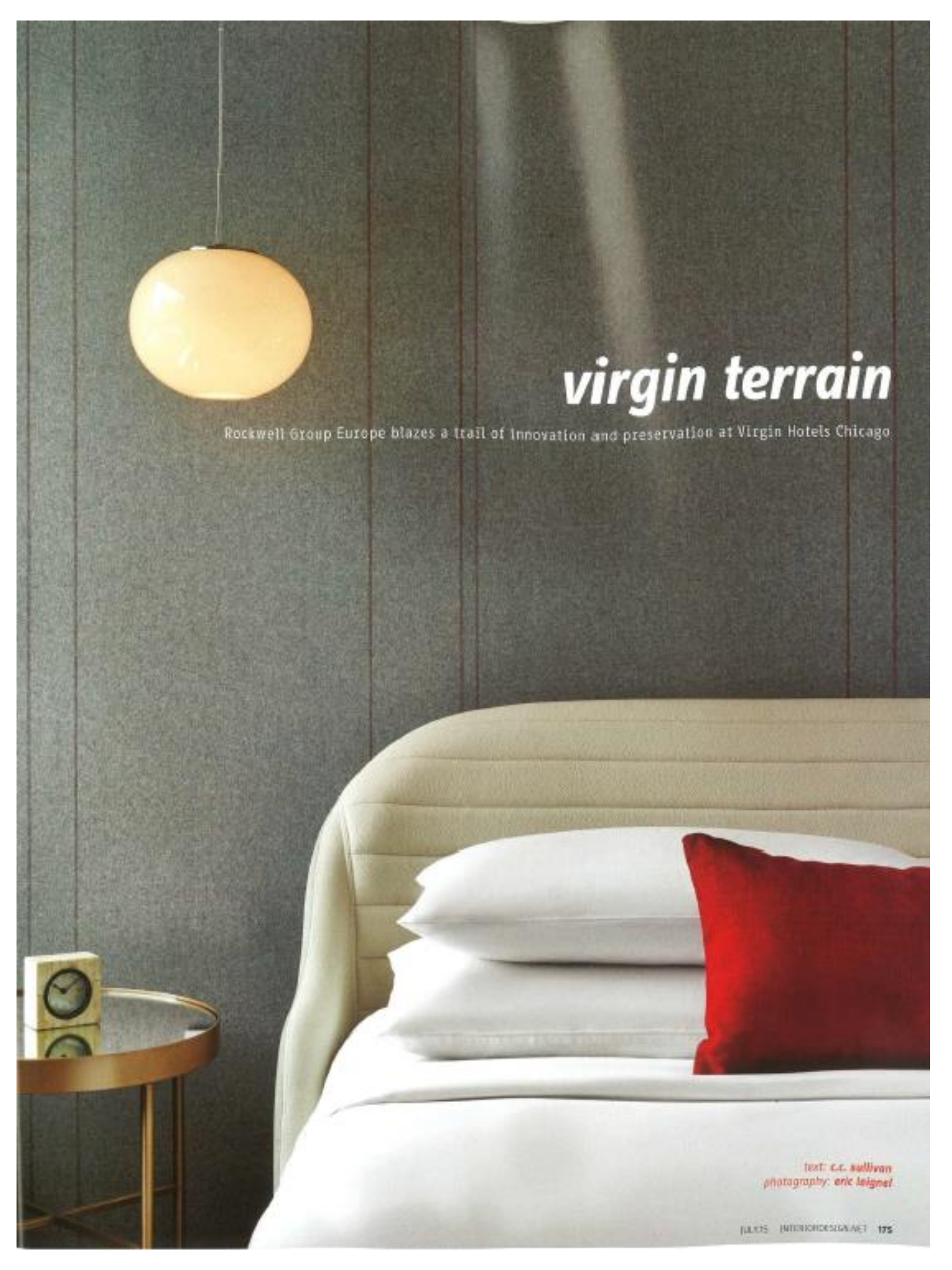


INTERIOR DESIGN[®]

JULY
2015



on safari



virgin terrain

Rockwell Group Europe blazes a trail of innovation and preservation at Virgin Hotels Chicago

text: c.c. sullivan
photography: eric leignel

Top: Roberto Lezzeroni designed a penthouse suite's task chair. Center: Lockers in a changing room for the spa are painted aluminum. Bottom: A custom chandelier in blackened aluminum hangs in the suite. Opposite: Stained-oak veneer wraps the corridor to the spa's treatment rooms.



NEIDHARDT: CUSTOM LIGHT FIXTURES. PORCELANOSA: FLOOR TILE. SHERWIN-WILLIAMS COMPANY: PAINT.

as seen through a Virgin lens"

a reinterpretation of a 1960's Hollywood diner. Other guests might meander down to the basement's elegant spa or venture all the way up to the rooftop bar by Rockwell's fellow Hall of Fame member Paola Navone.

The variety and creativity are pure Chicago, as seen through a Virgin lens. "We didn't want people referring to us as just "that red hotel,"" Leal says. This is no game of Monopoly. ❗

Related story on page 182

PROJECT TEAM

EVA LONGORIA; MARIA BRINDI; ROCKWELL GROUP EUROPE. BOOTH HANSEN; ARCHITECT OF RECORD. BRIAN ORTER LIGHTING DESIGN; LIGHTING CONSULTANT. TOM GRABOSKI ASSOCIATES; GRAPHICS CONSULTANT. EARN MILLWORK; WOODWORK. AMERICAN UPHOLSTERY DESIGN; FOL BOX TEXTILES; UPHOLSTERY WORKSHOPS. PR-DNE; GRUPO LAMADRID; MOCLE DRAPERY; DRAPERY WORKSHOPS. PIVOR ARCHITECTURAL SIGNAGE SYSTEM; SIGNAGE WORKSHOP. JAMES MURPHY CONSTRUCTION CO.; GENERAL CONTRACTOR.

PRODUCT SOURCES

FLOOR: FROST MAYA ROMANOFF; CUSTOM WALL COVERING (GUEST ROOMS); VALLEY FORGE FABRICS; PILLOW FABRIC, OTTOMAN; UPHOLSTERY. COE INTERNATIONAL; CUSTOM RUGS (ENTRY, RESTAURANT, SUITE). PYKAUFMANN; CURTAIN FABRIC, SOFA FABRIC (GUEST ROOMS), CURTAIN FABRIC, BANQUETTE FABRIC (DINING). HALLMARK; LUNGE; PENDANT FIXTURES, TABLE LAMPS (GUEST ROOMS), SCORCE (HALL). CUSTOM CHANDISIER (SUITE). BRAYUNA FINE CARPETS & RUGS; CUSTOM RUGS (GUEST ROOMS). ARMSTRONG WORLD INDUSTRIES; FLOORING SYSTEM (DINING). POLYTRONIA FRAM; SWIVEL CHAIRS

BOLSTER FABRIC. THROUGH ARTSPACE INDIVIDUAL FURNITURE; LOCKERS (SPA). JAMUS BY CIE; CURTAIN PANELS. ALONE CDRAMECA; TABLE. CLASSICON; TABLE (SUITE). THROUGH ARTSPACE. B BEL; CESCO BROTHERS; LACQUERCRAFT; QUALITY & COMPANY. LUIGIAN BENZI; WEST COAST INDUSTRIES; CUSTOM FURNITURE. POLYTRONIA FRAM; NEIDHARDT; CUSTOM LIGHT FIXTURES. PORCELANOSA; FLOOR TILE. SHERWIN-WILLIAMS COMPANY; PAINT.

interiordesign.net/rockwell15 for more images of the hotel