



Naughtie Behavior | The Decade in Hotels

By **NATHAN LUMP**

Courtesy of Viceroy Santa Monica The Viceroy Santa Monica's new approach to hotel decorating made it one of the most influential hotels of the decade.

If industries have good decades, for hotels the Aughties was no Nineties. The go-go Nineties gave us the rise of Ian Schrager and Amanresorts and W and exotic fantasies like Rajvilas and Singita and Las Ventanas al Paraíso. The Aughties, on the other hand, were defined by the contraction of development after 9/11; the growth of Asian and Middle Eastern cities requiring high-rise hotels that broke new ground but were far from groundbreaking; and a real-estate boom that fueled an endless stream of dull, mixed-use compounds in which hotels played second-fiddle to luxury residences.

All of which makes a list of the decade's most important new hotels actually more interesting. For if the decade didn't give us many new icons — and it's worth noting that perhaps its most photographed hotel, the fan-shaped Burj Al Arab in Dubai, had its debut in 1999 — it was awash in micro-trends, most of which are still playing out. Herewith, a subjective take on the decade's most influential new hotels.

intimate luxury to the tiny Himalayan kingdom of Bhutan, simultaneously putting a destination on the map and further expanding the range of the decade's destination-collecting adventurers.

Rafael Vargas The Hotel Puerta America represented the pinnacle of starchitect hotels, yet was something of a flop. **Hotel Puerta America, Madrid (2005)** Remember this one? The greatest expression of the decade's obsession with starchitecture, this ambitious folly — each floor designed by a different blue-chip architect, from Zaha Hadid to Ron Arad — set the travel world on fire and then faded away (thanks to an odd location and uneven guest experience), proving that a hotel can be hugely significant and also something of a flop.

21c Museum Hotel, Louisville, Ky. (2006) The intersection of hotels and art in the Aughties is no surprise given the rise of contemporary art in public consciousness; this 90-room boutique hotel-art museum hybrid in a decidedly unlikely location represents one of the most compelling and thought-provoking fusions of the two worlds — and there's another one on the way (in Cincinnati).

Courtesy of Ace Hotel The Ace Hotel in Portland, Ore., perfected the eclectic Americana style that continues to dominate.

Ace Hotel Portland, Ore. (2007) Although not the first Ace, the burgeoning brand's second property was the first full expression of an aesthetic and philosophy — eclectic Americana, accessible prices, the cult of local, handmade, vintage, curated — that continues its reign in the worlds of design, fashion and culture.

Peter Hebeisen The Dolder Grand in Zurich was one of the most inventive redesigns of the decade.

The Dolder Grand, Zurich (2008) Lots of grand old hotels tried to reinvent themselves in this decade, but few did so as inventively as this one, wrapping a 21st-century addition by Norman Foster around the original 1899 building and achieving a delicate balance between traditional Swiss hospitality and modern amenities and services like a Zen spa.

