

hospitality

## ***fashion forum***

*Nailhead detailing contrasts with a lacquered bathroom door  
in a guest suite at the St. Regis Rome. ➤*

*firm: hba/hirsch bedner associates site: rome*





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**From a vantage point** at the top of the Quirinal Hill, the venerable St. Regis Rome, built in 1894, has witnessed its fair share of the Eternal City's history—sartorial, cinematic, and otherwise. Valentino Garavani presented one of his first couture collections in the hotel in the 1960's. Richard Burton and Elizabeth Taylor, Federico Fellini muse Anita Ekberg, and Maria Callas have all signed the guest book.

When the time came to redesign one of the three-bedroom suites, the commission went to HBA/Hirsch Bedner Associates's boutique hospitality division, the Gallery. Principal Inge Moore drew on the luxury connotations of the St. Regis brand, now part of Starwood Hotels & Resorts Worldwide, for couture-caliber details. Throughout the 1,600-square-foot high-ceilinged space, she played bold colors and opulent finishes against an understated background of taupe linen-covered walls.

Rooms are awash in extravagant fabrics. Hugging the curves of the chaise longue at the foot of each bed is silk velvet in rich saffron, cerulean blue, or raspberry. Hand-stitched embroidery adorns throw pillows.

These feminine touches contrast vibrantly—and slightly sensually—with the nailhead trim on the doors and paneling and the



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**Clockwise from left:** In the living room, a chandelier presides over a sofa upholstered in silk velvet, a table in bronze and glass, and a rug in silk and wool, all custom. Wall covering is linen. Gio Ponti inspired each bedroom's custom desk in mahogany with a leather inset. Leather also upholsters a custom chair in the living room.

burnished brown leather set into the oval mahogany tops of writing desks. "The desks were inspired by Gio Ponti, another icon of Italian style," Moore notes. Pulled up to the desks, side chairs have tufted upholstery in a creamy white leather.

Furnishings dovetail especially nicely with the vibrant art. Photography ranges from vintage shots of marquee-name Hollywood and continental St. Regis guests to large-format abstract compositions. And elegant fashion sketches join the quintessentially Roman mix.

Moore has finessed a take on glamour that's sleekly contemporary. With the right amount of dolce vita nostalgia thrown in.

—*Maria Shollenbarger*

**Clockwise from top left:** Pocket doors open to one of the suite's three bedrooms. The marble mantelpiece is original, dating to 1894. Above the custom leather-upholstered headboard hangs a photograph of smoke, tinted Valentino's signature color.



**FROM FRONT DEDAR:** SOFA FABRIC (LIVING ROOM), CHAISE FABRIC (BEDROOMS), **EDELMAN LEATHER:** DESK INSET MATERIAL (BEDROOM, LIVING ROOM). **MOORE & GILES:** HEADBOARD UPHOLSTERY (BEDROOMS), CHAIR UPHOLSTERY. **THROUGHOUT PANTHA:** CUSTOM FURNITURE, LIGHTING. **I.C.E. INTERNATIONAL:** CUSTOM RUGS. **ROMO GROUP:** PILLOW FABRIC. **CASAMANCE:** CURTAIN FABRIC. **SEKERS:** WALL COVERING. **BOHEMIAN WORKS:** FLOORING. **OIKOS:** PAINT.

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