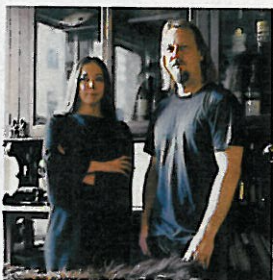


**desire and ice**  
TRAVEL WINTER 2010  
Tallberg, Sweden



**SHOW ME THE MONEY** The ridiculously expensive mega-suite is here to stay, and not just in Vegas and Dubai. Anywhere high rollers play, there's a pen to keep them. But is it worth it? Here, a dissection of the Gianni Versace suite at Miami's Villa by Barton G. (the designer's former house), which goes for \$10,000 a night.

- Bragging rights to have slept in what was once Gianni Versace's own 1,400-square-foot Miami-Rococo man-cave, kept appropriately over-the-top by the Villa's new owner, the restaurateur and event planner Barton G. Weiss.
- Hand-painted ceiling and wall frescoes designed to make you feel like you're floating in the clouds.
- A six-seat private bar.
- A custom-made, double-king-size bed fitted with jewel-toned Versace linens.
- An oversize double-head shower made with Italian marble.
- Stained glass windows throughout.
- Three balconies: two overlooking the Atlantic and one overlooking a pool covered with 1,000 24-karat-gold tiles.
- Twenty-four-hour butler service.
- Seven closets and, in case you want to do a little fashion show for your mate, a mini-runway with a floor-to-ceiling mirror.



## Style Seers

The designers Robin Standefer and Stephen Alesch, the principals of Roman and Williams, are revered around New York for their fabulously quirky Ace Hotel and stunning interior work at the Standard. As they take on a new 30-story hotel on West 57th Street, the duo make some design predictions.

*What is good design?*

**STANDEFER:** A hotel shouldn't be about marketing. It's the collection of a particular way of thinking, of curating, of comfort and escape. To create that, we try to find objects and ideas which are familiar yet idiosyncratic. It always come down to what's personal.

*What's next for hotels?*

**STANDEFER:** A lot of people are moving toward not being trendy, toward the idea of layering and longevity instead of redoing everything every five years. The idea behind "hospitality" is the notion of hosting someone in your home, and there is a movement back to that. This doesn't necessarily mean being casual and earthy and low-key; a certain amount of decadence is relevant. We believe we'll see more "stylistic sustainability," the

creation of classics — this is where we think the industry is going.

*What works in a lobby?*

**STANDEFER:** Experience has to override design; you can't just have design for design's sake. The community creates the success of the hotel, and so we try to make communal spaces that are open to everyone. The more generic, the harder it will be for a lobby to succeed.

*What is your favorite place to stay and why?*

**ALESCH:** We like quirky, messier places, where the staff is sort of winging it but have so much compassion. We love the Kasbah du Toubkal, in the Atlas Mountains of Morocco. The experience is very local. It's the direction design is headed.

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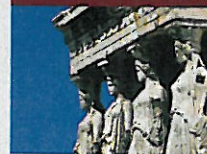
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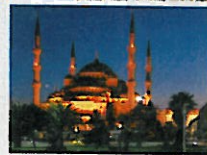
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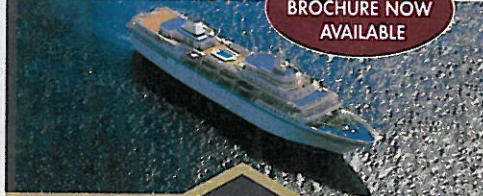
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