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A New Original

The St. Regis Chengdu showcases Old World style with a modern touch

BY ADAM PERKOWSKY

Chengdu in the Sichuan Province of China is a city steeped in Old World tradition, yet today it is known as the “Silicon Valley” of the Asian country—due to the influx of more than 250 international businesses—and is the home of a thriving arts scene.

It is this dichotomy that influenced the design of The St. Regis Chengdu, a 29-story, 279-room property that’s part of the Huazhi Plaza mixed-use development. It opened last September exactly 110 years after The St. Regis New York made its debut, and interior design firm DiLeonardo used the Midtown Manhattan landmark as inspiration for its Chinese counterpart.

“The design captures [Chengdu’s] unique blend of dynamic modernism and ancient traditions. At the same time, the hotel’s design reflects the Art Deco influences of the flagship St. Regis New York, and embraces the promise of the future in this city. The hotel’s bespoke design balances contemporary elegance with traditional style,” said Giana DiLeonardo, partner at the design firm.

“The hotel’s interior celebrates the eclectic, artistic design style of the early 20th century, while encompassing all the attributes of a signature St. Regis property,” she continued. “The interior captures the essence of the city with its tailored details, which are elegantly mingled into the design. This home away from home is complemented with modern elements that complement the Art Deco design. A true marriage of both yesterday and today.”

Echoes of The St. Regis brand can be seen as soon as guests walk into the 36-ft.-high lobby, which is highlighted by a grand, curved “Blue Dream” marble staircase featuring Art Deco-inspired railings. “Rich textures, dark wood finishes, contemporary crystal chandeliers and a sophisticated neutral color palette emulate this heritage hotel’s brand,” said DiLeonardo. “The essence of the St. Regis brand is woven throughout the lobby with the use of regal-blue carpeting in the lobby seating area and etched diamond patterns in the stonework.”

The staircase leads to the 5,382-sq.-ft. ballroom, part of the hotel’s more than 11,840 sq. ft. of meeting space. The meeting & banquet rooms feature a “continuity of luxurious stone and rich wood materials with upholstered leather panels and accents of mirror and crystal walls,” said the designer, who added, “The cascading ceiling design in the ballroom is inspired by a large-scale fingerprint design, creating abstract and undulating curves that are mirrored in the design of the carpet.”

The textile and carpet designs, from the lift lobby to the guestrooms, take their cue from the Sichuan pepper, which is indigenous to the region. “A whimsical play with scale and pattern, the carpet design starts

from extra large flowers of the Sichuan pepper blossoms in the lift lobby, creating a vibrant and joyful arrival, to a medium scale version of this pattern with branches to an even smaller-scaled pepper blossom within the guestroom,” said DiLeonardo.

The guestrooms are up to 40% more voluminous than the hotel’s closest competitor, according to General Manager Richard Deutl, who noted that “the interiors are more residential than the typical hotel room, featuring classical elements but in a modern style.”

The guestrooms span approximately 700 sq. ft. and feature “discreet, state-of-the-art technology such as iPad controls and a Bose sound system; oversized bathrooms with heated floors; and a butler service window for discreet and efficient service,” according to Deutl.

DiLeonardo said she and her team were challenged to create a comfortable and welcoming space that was also functional. “To accentuate the vast space within the room, a very large, customized desk-TV console houses the television internally. The TV rises up when in use, and lowers out of sight when turned off,” she said. “Behind the elevated television, the desk is split into his and hers spaces, including a working desk on one side for him and a dressing and jewelry table on the other for her.”

There are also 33 entry-level suites and four signature suites, highlighted by the expansive Presidential Suite, which takes over the entire 29th floor. “The Presidential Suite features art unique to region. Luxury fabrics, residential quality bespoke furniture pieces and crystal chandeliers create a lavish and comfortable ambiance,” said DiLeonardo. “The suite features a private lift lobby, two bedrooms, dining room, wine bar and sitting room, and also features a private pool with a terrace. The Art Deco-inspired decor is detailed with rich wood and bronze, creating a perfect balance between femininity and masculinity.”

So far, the nod to the first St. Regis hasn’t been lost on the guests at the Chengdu property, noted Deutl. “Every guest is impressed by the size of the rooms and suites, and those that know The St. Regis New York do see our hotel as a modern interpretation of the original,” he said.

The St. Regis Chengdu

LOCATION Chengdu, China
OWNER/OPERATOR Evergo Enterprises (Chengdu) Company Limited (owner); Starwood Hotels & Resorts (operator)
ARCHITECT Aedas Ltd.
INTERIOR DESIGNER DiLeonardo
KEY SUPPLIERS Lighting: Preciosa Lighting Carpet/flooring: Carpet Associates Co. Ltd. Furniture: Meitu Corporation; Mark David Bath fixtures: Kallista; Kohler Co.; Toto Artwork: Osage Art Consultancy
Photography: Michael Weber

