



## European Influence

"We took our leads from research," says architect David Beer. When planning the transformation of this great hotel and to ensure it would be on a par with the best European hotels, Beer visited such distinguished properties as the Plaza Athenee, Bristol, Meurice, Ritz, Georges V, and Crillon, collecting photographs and observations. Graham Design's Jinnie Kim, who was in charge of the finish and furnishing schedule as well as The Roof and restaurant design, also traveled to Europe several times to do research for the project.

"There are few buildings of this type standing," Beer says, "and the opportunity to recreate 95 percent of it with few design restraints, except structural, made this a unique project." Brennan Beer Gorman proposed an accurate restoration of the original building and renovation of the 1927 addi-

tion, which never compared in richness to the 1904 hotel. The plan included increasing the guestroom size and redesigning public spaces, giving them for the first time a real "center."

"Lack of communication with the street," Beer says, "was another problem." A large portion of the 55th Street elevation was occupied by a drugstore and florist shop; elevation along Fifth Avenue was permanent retail space, occupied by Bijan, Christian Dior, and Godiva. The restaurant and King Cole Bar with its famous Maxfield Parrish painting were poorly located.

The ground floor, therefore, was entirely changed, while the original 1904 registration lobby was restored and refurbished. The two retail establishments were removed, and the public spaces, restaurant, and bar were relocated and redesigned, all aimed at welcoming guests and New Yorkers alike with an improved circulation plan and access

THE ST. REGIS HOTEL'S CORPORATE MEETING SUITE, LA MAISONNETTE, WAS DESIGNED TO BE COMPATIBLE WITH THE SECOND FLOOR AND ROOF-TOP FUNCTION ROOMS. CUSTOM DESIGNED AREA RUGS: THAI DYNASTY. DRAPERIES: SCHUMACHER AND BRUNSWIG AND FILS. LIGHTING: NEW METAL CRAFT. FURNITURE: HICKORY AND TROUVAILLES.