



Avenue Interior Design to Craft Hilton's West Coast Flagship



Los Angeles-based studio **Avenue Interior Design** will lead the transformation of the former DoubleTree Santa Monica into Hilton's new West Coast flagship. Slated to reopen in spring 2020, the new Hilton property will unveil fully overhauled public spaces as well as all 254 updated guestrooms and suites.

The southern California coast will steer Avenue's redesign, particularly the newly developed Silicon Beach. Interior spaces will be seamlessly linked to one another and evoke a sense of authenticity. The redesign will also future-proof the property to ensure flexibility for future renovations.