



SO-CAL SOPHISTICATION

Hilton Hotels & Resorts together with Westmont Hospitality Group have opened Hilton Santa Monica Hotel & Suites, ushering in a fresh new aesthetic and chic destination to the California bucket list city known for its balance of seaside charm and coastal sophistication. Situated just a few blocks from the shores of the Pacific, Santa Monica's newest lifestyle hotel stands out, offering suites and spacious accommodations. The coastal property has 286 guestrooms, 211 of them suites, all with unique layouts to accommodate an array of guests' needs and this new era of travel.

Designed by Los Angeles-based Avenue Interior Design, the hotel draws aesthetics from the Southern California coast and the newly developed breeding ground for tech innovation, Silicon Beach, while seamlessly interweaving elements of the destination's rich legacy as a source of inspiration for artists, musicians, innovators and filmmakers. To bring the project to life, Avenue Interior Design teamed up with Pineapple Procurement, a furniture, fixtures and equipment (FF&E) company that specializes in some of Los Angeles' most high-profile hospitality projects, to source furnishings that embodied the laid back but refined style of Santa Monica.



"Westmont has a very diverse portfolio of properties and we worked closely with them to establish the appropriate narrative for this particular scope but they gave us a lot of creative freedom," said Andrea DeRosa, principal/cofounder, Avenue Interior Design. "The importance of this project for Hilton and the hospitality industry within Southern California was always top of mind. Homage was paid to the greater Los Angeles area with a distinctly LA approach to the landscape providing a variety of succulent species throughout resulting in a beautiful, structured array of textures and colors. Subtle coastal influences continue to make their way into the property's guestrooms utilizing a serene color palette, inviting layout and bright, spacious bathrooms. The renovated hotel, restaurant and surrounding public areas bring a fresh new aesthetic to this world-famous beach city. The result is a chic destination for the local community, businesses and leisure travelers alike."