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It is truly amazing, when one stops to think of it, how few, how very few, resort hotels stand out in one's memory as gay or pleasant or charming or interesting places that make one long for a return visit, or recommend it to friends.

I'm afraid that vicious little imp, the will to be commonplace, has settled itself just as firmly in the resort field as it has in most of our big city hotels. And where else but the resort field is there such an opportunity to cast aside all preconceived, conventional notions in decorating and interior design, and be gay and different?

Planning the interior design of a hotel is much the same as a producer of a stage production reviewing the play and planning his effects. The first step in the resort hotel is to review its own set of natural advantages, the reasons why it is a resort, and what its attractions are. It may be an ocean resort, the lure of which is swimming, fishing, and sunbathing. It may be a dude ranch or ski lodge appealing to the younger set. It may be a resort in a historic environment. Each set of circumstances is the clue for the stage setting of a resort hotel.

A second important step is color gaiety. The resort hotel is not merely a hotel; it is a home-away-from-home where people come for protracted periods of pleasure, recreation, and rest. Color plays a very important part in the total impression; color that flows uninterruptedly

Interior Design

Dorothy Draper

from one main room to another, from corridor to bedroom, from terrace to garden, to ocean or golf links.

But color and design coordination does not stop with paint, paper, fabrics, and carpet. It extends into china, glass, table linen, silver, bedding, towels, blankets, and even printed material like matches, writing paper, laundry bags, "Please Don't Disturb" signs, menus, paper doilies, coasters, bridge scores; even into the uniforms worn by the various attendants: the porters, bellboys, waiters, upstairs maids, caddies, and others. This complete coordination of color and design is what gives definite impressions, that distinguishes one hotel from another, and makes a visit a delightful experience. No detail in this coordination of color, style and design is too small or too unimportant to be considered in the interest of good taste as well as profitable returns.

Lighting is very important. Installed lighting must be so carefully planned that it will not only enhance the decorative scheme by night, but glamorize the guests. Table lamps should be selected so they make reading, letter writing, and card playing a pleasant indoor sport instead of an eye strain.

The same thoroughness of planning that you give to your public rooms should be extended into the bedrooms, for here is truly the place where your guests will judge you. If your guests feel that you have spared no detail to make your bedrooms not only comfortable and livable, but charming, you will have gained loyal friends who will return. It is just as easy to draw up schemes for six sets of rooms as for one scheme endlessly repeated, and your hotel will immediately be enriched in personality for so doing.

The final point in making your hotel resort a place to remember is landscaping and creating an entrance that is not only inviting, but tells architecturally the kind of hotel yours is. As your guests approach your grounds, they must be aware of a pleasant tingling of anticipation that yours is a hotel that is "different," where everything has been done that can be done to make their visit a happy one.

By all means don't be dull in your planning. The resort hotel is the place where fresh, exciting ideas will pay handsome dividends long after the original costs have been forgotten.