West Hollywood, Los Angeles, CA - The Jeremy West Hollywood is a Boutique hotel that is located on the iconic Sunset Boulevard, famous for its active nightlife, rich history and entertainment culture since at least the 1950’s. To capture the essence of this region, Skidmore, Owings & Merrill architects designed the hotel interiors to recall its urban rock-and-roll legacy.

Throughout the hotel’s ballrooms are Decoustics acoustical, wedge-shaped triangular Claro® panels with sloping design returns adding an edge to the overall motif and visually delivering a 3D effect of floating forms that are dropping down from the ceiling. All panels are sloping in different directions and have a unique configuration.

To achieve this complex design intent and meet all project objectives Decoustics had to custom engineer an intricate ceiling system which required ingenuity and strong technical expertise.
Ceilencio® suspension system was custom engineered to hold the varying slopes of panels, meet seismic code requirements and deliver full access to the plenum. Special bracing connectors were developed to maintain different angles, and due to the added depth of up to 10” inside the wedged Claro® panels, a combination of longer torsion springs and hardware was utilized. Ceilencio® additionally had to accommodate retractable projectors that slide in and out of the ceiling and have to be fully concealed.

Evolving from a 2D concept, all panels were designed in a 3D software program to simulate the drop and ensure a proper fit. Standard reveals are typically 1”, however this design called for a maximum of ¼” reveal on top and all sides. Precision in construction and meticulous alignment were key to the success of this project, so the manufacturing process was time consuming and required a substantial number of carpentry hours. Individual jigs were created to assemble all Claro® panels. Each panel incorporated a flaring, seamless built-up return and ranged in size and configuration. Adding a degree of difficulty, the fascia had to accommodate varying lengths of LED lights, which were to be added post ceiling installation.

Custom-engineered Ceilencio® suspension system holds the varying slopes of wedged Claro® panels while delivering full access to the plenum. Projectors are fully concealed by the panels and retract in and out of the ceiling on demand.
All custom-engineered Architectural Forms are constructed using Claro® - a high-performance acoustical material made with fiberglass core and stipple texture on the face. Claro® has a wide range of customization options including shapes, sizes and colors, and reaches NRC rates of up to 0.9 to absorb noises and deliver a pleasant acoustical environment for thousands of guests traveling through this busy hotel every day.

Architectural Forms are constructed using high-performance Claro® acoustic material that reaches NRC rates of up to 0.9 and absorbs noises delivering crisp sounds inside any space.

Facing challenges at every stage from the initial concept all the way through installation, Decoustics and all parties involved delivered effective solutions to ensure that this project was a successful one. Numerous components came together to produce a striking ballroom ceiling that is on brand and reflective of the style and rock-and-roll spirit of the hotel’s famous geographical location.

LINKS & CREDITS:

Explore the versatility of Decoustics Claro®:
https://decoustics.com/products/claro/

Learn about Decoustics 3D Architectural Forms:
https://decoustics.com/products/architectural-forms/

See more project images:
https://decoustics.com/projects/the-jeremy-west-hollywood-hotel/

Architecture: Skidmore, Owings & Merill LLP
Contractor: Suffolk Construction
Single-Source Manufacturer: Decoustics
Photography: Courtesy of Fotoworks/Benny Chan, Decoustics
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CONTACT YOUR REGIONAL MANUFACTURER REPRESENTATIVE FOR MORE INFORMATION
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