**LOS ANGELES**

After years of false starts, Hollywood (and downtown L.A.) are fully coming into their own, with new boutique hotels at the latest push. Following decades of Hollywood’s renaissance promise — since the Les Deux Café years of the ’90s — the number of new branded lifestyle hotels being planned now nearly rival the number of clubs and may prove to be savvier social centers for the neighborhood as well as for guests.

The first to open, in July, was Mama Shelter, the Paris import (Beyoncé and Jay Z have dined there) on the corner of Selma and Wilcox avenues. With its artfully graffitied chalkboard ceiling, giant square bar, oversized foosball table and lively restaurant in the lobby — plus 27-inch iMacs and free porn in the rooms — Mama Shelter is a fun-for-all place that embraces its location (6000 Selma Ave.; from $399 for XXL suites). Beside the iconic Hollywood Sign views and Muscle Beach-inspired rooftop gym, there are movie scripts (all set in L.A.) in the rooms: Pulp Fiction, Chinatown, Swingers, L.A. Confidential. Benjamin Trigano, who owns Mama Shelter — this will be the sixth outpost and first in the U.S. — with his father, Serge, and brother Jeremie (the grandfa ther founded Club Med), calls it an urban kibbutz. “It’s a communal place where people have fun,” says the longtime L.A. transplant.

“I’ve always thought the redevelopment of Hollywood was just a matter of time,” notes Brendan McNamara, senior vp marketing at Hampshire Hotels, which is erecting the 10-story, 179-room Dream Hotel (6417 Selma Ave.) just down the street from Mama Shelter. Designed by the Rockwell Group, the Dream has been in the works for five years; it broke ground in late 2014 and plans to open in May 2016. The first Dream, on 50th and Broadway in New York, is a favorite of Rihanna and Leonardo DiCaprio. The new location will take advantage of the California climate: Glass penthouse walls will fold open, while lobby walls will collapse to open ground-floor food- and-beverage venues to the street. “This [will] create a new social hive,” says McNamara. “We want to create a neighborhood out of this.”

Luxury brand Thompson Hotels’ spinoff, Tommie Hollywood, a new micro lifestyle brand aimed at millennials, is debuting early next year in New York City and also will be breaking ground on Cahuenga south of Sunset Boulevard. The 10-story, 200-room establishment will be Thompson’s first new-build hotel; it will include a restaurant and bar, and the penthouse level will include an outdoor pool with a deck, another restaurant and a fitness center.

It’s also about time that the resurgence of downtown fully takes. After all, the Walt Disney Concert Hall opened 12 years ago, and such restaurants as Alma, Bestia and Redbird have been winning national acclaim. Hotels are the latest leading edge: At press time, the 1929 Foreman & Clark building at Hill and Seventh Streets, a former department store turned jewelry mart that closed in April, is being renovated to transform into the first Hyde Hotel from SBE. In April, Andrew Zobler, chief executive of Sydell Group, the New York developer that opened the successful Line Hotel in Koreatown in early 2014, paid $59 million (in partnership with L.A. supermarket magnate Ron Burkle) for Giannini Place, an ornate neoclassical bank building (once headquarters of Bank of Italy, the forerunner of Bank of America) that was built in 1923 at Olive and Seventh Streets. Sydell Group now will convert it into the London-based NoMad Group’s trendy NoMad Hotel (to open in 2017). “[People from] Los Angeles [are] the No. 1 market for NoMad in New York, says Zobler. “Quite a few Hollywood people stay with us, have dinners and throw parties with us.” He doesn’t mention names, but online photos show that guests have included Jennifer Aniston and Justin Theroux, Kanye West and Kim Kardashian, Katie Holmes and even President Obama. The plans include 250 guest rooms, a rooftop pool and several restaurants.

Sydell Group and Burkle also have bought the long-abandoned 1920s Commercial Exchange Building at Olive and Eighth Streets, which will become their third Freehand Hotel (after Miami and Chicago), set to open late next year. Freehand advances a Euro-style trend in high-design hostels — or “hostels,” as they’ve been called — that appeal to millennials, families and travelers...
who want to meet others. Pricewise, it will likely compete with the downtown Ace. “More than anything, it’s for people looking for a social experience,” says Zobler. “Our customer is somebody who wants to interact with other guests.”

Another new lifestyle hotel brand going into DTLA is the 16-story, 350-room [Image 364x150 to 451x213] from IHG (International Hotels), which also is opening the new 900-room [Image 255x26 to 454x112] in the Wilshire Grand at Wilshire and Figueroa; it will soon be the tallest building in the West, towering 73 stories high with a lobby on the 70th floor and a rooftop restaurant and lounge (Century City hosts L.A.’s first InterContinental).

“In the ’80s, Los Angeles was [only] a car city,” says Jason Moskal, vp lifestyle brands at Atlanta-based IHG. “Now [with downtown L.A.], it’s more about the walkable city and people wanting it to be more like Chicago or New York.” Since L.A. also is perceived as an international gateway, the InterContinental — in partnership with Korean Airlines — will give the brand a strong presence and appeal to leisure and business travelers.

...NEW YORK...

Five-star hotels are feeling deep love this year with NYC’s growth in film and TV production. “For the 2014-2015 season, 46 episodic series have been produced in the five boroughs — the season before, there were 25,” commissioner of NYC mayor’s office of media and entertainment Cynthia Lopez tells THR. Bold-name check-ins can expect plenty of sumptuous suites; 2015 is notable for newly opened upscale properties. “Some of the most luxurious hotels the city has ever seen opened this year.”

**3 Lifestyle Hotels on Their Way to L.A.**

- **MAMA SHELTER PARIS**
  It opened (above) in the 20th arrondissement in 2006 as a stylish outpost for the average traveler and a dining destination for Jay Z and Beyoncé.

- **DREAM NEW YORK**
  Leo and Rihanna have each partied at the Dream in NYC (above). Next up: Hollywood. “West Hollywood is saturated with room to expand east,” says the hotel’s MCMarara.

- **THE NOMAD HOTEL**
  The NYC NoMad (above, where Obama and Ainstein have been seen) is classic Parisian and boho; the L.A. NoMad will take its cues from its Italianate building.

TRAVEL