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Thompson's affordable lifestyle spinoff makes its long-awaited debut

By JESSICA RITZ

Photography by MICHAEL MUNDY





Now part of the JdV by Hyatt portfolio, tommie's highly anticipated debut—a decade after it was first conceived by Thompson's original founder Jason Pomeranc as a more affordable sibling—comes as the lifestyle segment continues to grow in importance and ubiquity. Studio Collective, which initially signed on in May 2016, was tasked with helping to refine tommie's identity as low touch, digital first, and community oriented. The Venice, California-based firm was also behind the just-launched tommie Austin, and the back-to-back openings of both properties (Hyatt isn't planning to grow the brand beyond these two locations) helped distinguish their unique personalities, with a shared thread of "strong tactile materialism and hyper-local artwork," says Christian Schulz, Studio Collective's design director and partner.

A hallmark of tommie is small but charming guestrooms. In the Hollywood outpost that means an exercise in efficiency throughout the 212 accommodations. Floor-to-ceiling glazing has a see-and-be-seen dynamic toward the city below, while a colorful graphic blocking scheme gives the bathrooms a distinct look. (Seven roomier one-bedroom suites with 12-foot-high ceilings are located on the hotel's top floor.)

Design-driven and amenity-rich spaces are also part of the hotel's ethos. Studio Collective translated that into a material palette that patinas over time. "We felt we could do something that's not native to Hollywood and still have relevance with what we're trying to achieve,"



1. The rooftop pool terrace at the honky-tonk-style bar Desert 5 Spot at the tommie Hollywood is enlivened by a cowboy-themed mural from British artist and illustrator Blue Logan.



says Schulz, who points to “industrial Americana” as an aesthetic touchstone of the façade, which contains blackened steel and brick components. For the interiors, the design team shifted its focus, looking to the iconic Case Study House Program for inspiration. “We wanted tactility and warmth, which comes through in the details,” he says. This philosophy is expressed in features like the imposing steel-clad fireplace in the lobby capped with a handcarved wood relief. Custom low-slung lounge chairs and plush seating encourage relaxation and conversation, so that each moment brings in “a sense of craft that honors materiality,” Schulz adds.

The multimedia art program showcases the work of LA artists, including sculptor Bradley Duncan, photographer Matt Olivar, and digital artist Ellie Pritts. Guestrooms feature Dutch artist Cécile van Hanja’s colorful interpretations of LA’s midcentury residential architecture, while British illustrator Blue Logan was called on to enliven the rooftop bar Desert 5 Spot with a mural that cheekily plays on the cowboy-themed aesthetic.

This being Hollywood, food, beverage, and nightlife options at the tommie (operated by Ten Five Hospitality) are engineered to set the scene and draw crowds. At Ka’Teen, celebrated LA chef Wes Avila’s menu pays homage to the culinary traditions of Mexico’s Yucatan Peninsula in an evocative outdoor setting full of lush plantings and eclectic materials. On the rooftop with its dramatic views, Desert 5 Spot borrows design cues from the groovy 1970s milieu of Joshua Tree and the High Desert in the bar and lounge.

After five-plus years of stops and starts, “it feels wonderful to see a building and all of the little details start to show, especially when people move in and breathe life into the building,” Schulz says. “It was a long time coming.” **hd**



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2+3. Greenery, organic shapes, and natural materials evoke Mexico's Yucatan Peninsula at the jungle-like Ka'teen restaurant.

4. In the lobby, a natural-honed stone bartop mixes with ceramic-clad columns, stained solid white oak floors, and hand-rubbed blackened steel accents.

5. A centerpiece fireplace wrapped in steel complements a handcarved wood relief mural in the lobby.

6. The 388-square-foot one-bedroom suite features 12-foot-high ceilings and a dedicated living area.

7. Vibrant local artwork, natural light, and floating desks define the 212 charming guestrooms.

8. The rooftop melds indigenous flora with comfortable furniture and sweeping views of the Hollywood Hills.

Owner **Relevant Group** Management Company **JdV Hotels by Hyatt** Architecture Firm **Steinberg Hart Architects, Los Angeles** Architecture Project Team **Simon Ha, Sergio Ochoa, and Alex Asli** Interior Design Firm **Studio Collective, Venice, California** Interior Design Project Team **Christian Schulz, Adam Goldstein, Leslie Kale, Alla Carrasco, Karen Mok, and Trisha Herwald** Consultants **Saatchi Art, Bernadette Blanc, Elephant Skin, and Kilograph** Contractor **Suffolk Construction** Purchasing Firm **Neil Locke & Associates** Lighting **Ohm Lighting** Engineering **Englekirk (structural); FISKAA (MEP); and Lerch Bates (façade)** Kitchen **KRB Specialists** Landscape **Lifescapes** Styling and Vintage Furnishings **Bernadette Blanc** Plaster **Meoded**

GUESTROOMS

Furniture **Samuelson** and **CB2** Lighting **Preciosa Lighting, Arteriors, and the California Workshop** Rug **Flitterman Collection**

LOBBY + COURTYARD

Doors **Alpha Wood Products** Fireplace Mural, Bar Gantry, and Millwork **E.B. Design** Floor Parquet **By Dian Wall** Tile **Fireclay** and **New Terracotta** Furniture **Samuelson, Pfeifer Studio, DWR, CB2, Varaschin, Teak Warehouse, Gervasoni, and Almeco** Drapery and Rugs **Flitterman Collection** Wall Tambour **Surfacing Solutions** Lighting **Bover** Fabric **Christopher Farr, Opuzen, Perennials, Anzea, Sunbrella, Pindler, Brentano, Erica Shamrock, and Tiger Leather**

ROOFTOP + BAR

Fence Enclosure **Metal Coat Technology** Tile **Town & Country Surfaces, Iris Ceramica, and Porcelanosa** Mural **Blue Logan** Furniture **Akula Outdoor Living, RH, Varaschin, Kettal, Pfeifer Studio, and Danao** Outdoor Fabric **Christopher Farr, Opuzen, Perennials, Anzea, Sunbrella, Pindler, Brentano, and Erica Shamrock** Bar **E.B. Design, Mutina, DDS, and Bocci** Rugs **Flitterman Collection**