

hospitality design

may/june 2025 hospitalitydesign.com

star power

the hd awards issue

hd Presenter of
expo+
conference

The Moore Miami

Originally, the landmark Moore building erected on a pineapple farm in Miami's Design District served as a furniture showroom and warehouse for Moore and Sons. Today, the 1920s Neoclassical-style structure houses a 13-suite hotel and social club. Making a splash in the lobby is Zaha Hadid's *Elastika*, a 2005 site-specific installation that stretches across the central atrium and lends its name to the ICRAVE-designed restaurant filled with contemporary art, velvet banquettes, and Brazilian-made furniture. For Christian Schulz, design director and partner at **Studio Collective**, which handled the rooms and the club, bringing less polished finds into the mix was key. A delay from the elevator manufacturer, for example, led to a "much looser and playful design aesthetic using hand-drawn Day-Glo marker paint utilized by a local artist on the elevator ceiling and walls, ultimately giving the elevator cab a surrealist, pixel-art moment of glow-in-the-dark escapism as you traverse differing levels of the building," he explains. The entrance to the small, semi-concealed Karaoke Closet, a steel- and leather-clad door recovered from a long-shuttered West Hollywood restaurant, is another. Shipped off to Florida and refinished, its "a beautiful, unique door design that was a real treasure its first go-around," he says, "and we are so happy to reinsert this beauty back into a new home."

Architecture Firm **Cube-3 Architects, Miami** Interior Design Firms **Studio Collective, Venice, California,** and **ICRAVE, New York (initial concept and programming)** Owner **Craig Robins** Operators **Brady and Megan Wood/Woodhouse Development** Purchasing Firm **JWC Purchasing**

"This is spectacular."

—HD Awards judges



Photos by NICOLE FRANZEN

hd project awards

SMALL HOTEL

080 The Moore

081 Hotel Henrietta
081 Hotel Humano
081 Lost Villa Ginkgo Valley Hotel

BUDGET/SELECT SERVICE HOTEL PUBLIC SPACE

082 Motto by Hilton Bentonville Downtown

083 Denizen
083 Drifter Christchurch
083 Wild Palms Hotel, JDV by Hyatt

BUDGET/SELECT SERVICE HOTEL

084 Now Now NoHo

084 Drifter Christchurch
084 Savhe Hotel

GUESTROOMS

085 Fidelity Hotel

085 Renaissance Amsterdam Hotel
085 The Manner

LIFESTYLE HOTEL PUBLIC SPACE

086 Fidelity Hotel

087 Hotel Saint Augustine
087 The Global Ambassador
087 Trailborn Highlands

LIFESTYLE HOTEL

088 Moxy Banff

089 Rivet House

090 Fidelity Hotel
090 Sandbourne Santa Monica

BRANDED RESIDENCES

091 Residences at the Little Nell

091 The Residences at the Bellevue

LUXURY HOTEL

092 The Fifth Avenue Hotel

093 One&Only Kéa Island
093 The Hanok Heritage House
093 Rosewood Schloss Fuschl
093 The Manner

LUXURY HOTEL PUBLIC SPACE

094 The Apartment at the Manner

095 Bowie House
095 The Peninsula New York
095 W Hollywood

MIDSCALE HOTEL

096 Radisson RED Tai'an Tai Mountain

097 Romer Hell's Kitchen
097 The Red Cliffs Lodge Zion

MIDSCALE HOTEL PUBLIC SPACE

098 Romer Hell's Kitchen

099 Mountain Residence
099 Radisson RED Tai'an Tai Mountain

UPSCALE HOTEL

100 FORTH Atlanta

101 Banyan Tree Yangcheng Lake
101 Populus

UPSCALE HOTEL PUBLIC SPACE

102 FORTH Atlanta

103 Populus
103 The Imperial Riding School
103 The Moore

SUITES

104 The Penthouse Suite, Rosewood São Paulo

105 Signature Suites at Kona Village
105 The Hyde Park Balcony Suite, the Emory
105 The Fifth Avenue Hotel

HYBRID HOSPITALITY

106 Hartwood

107 Edes Building
107 Klocke Estate
107 Misto.Cafe

BEYOND HOSPITALITY

108 Cult Gaia

109 The Commodore

110 Le Cœur du Ferret
110 Sauska Tokaj
110 Ned's Club Washington DC