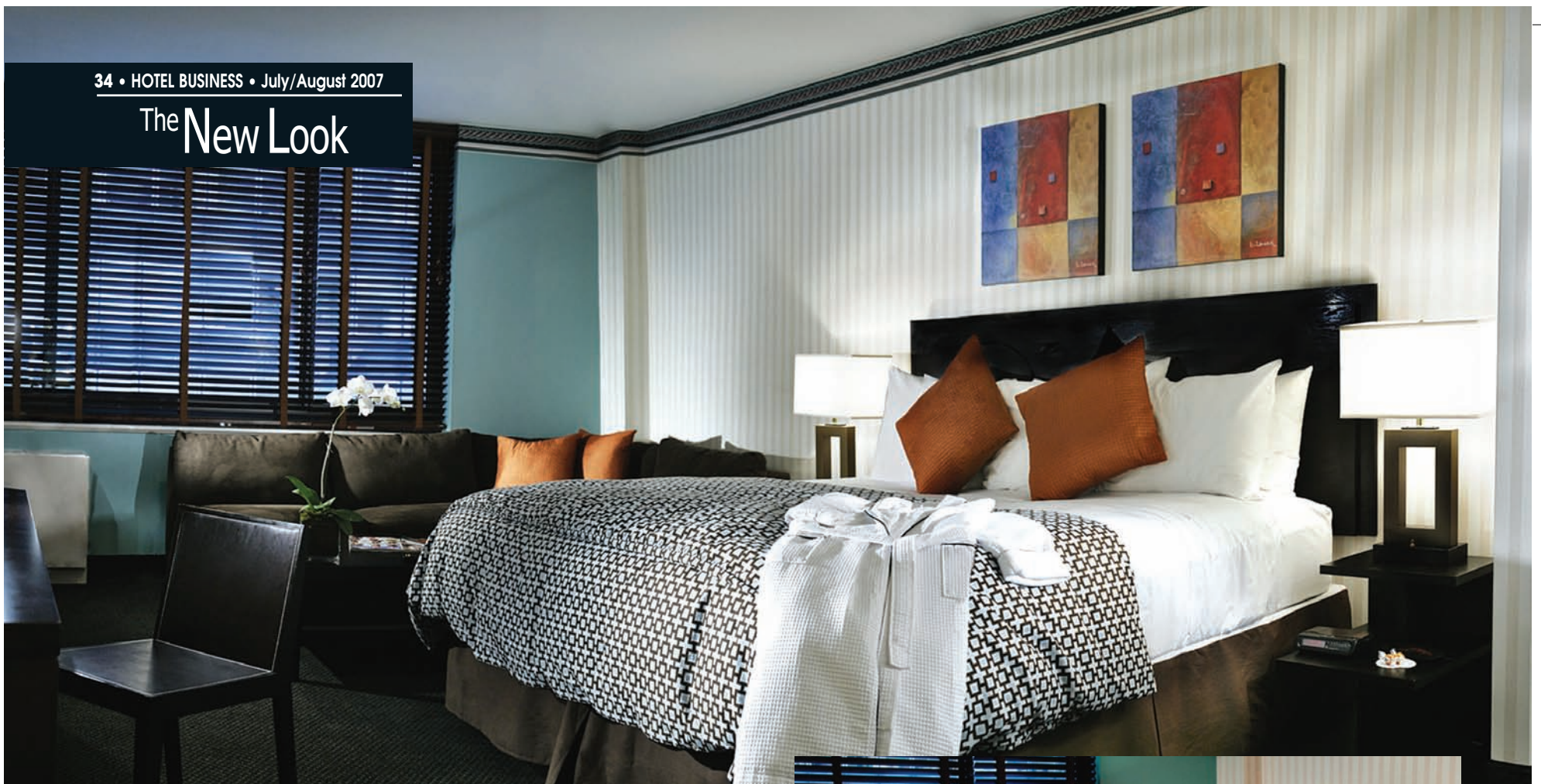


The New Look



The Quincy

CONCEPT: The motivation for the comprehensive hotel makeover of The Quincy in Washington, DC was to provide guests with a modern and updated look to complement the hotel's "great" downtown location, according to Conrad Cafritz, chairman/CEO of Potomac Hospitality Services, which owns and manages the property.

Noting that the 99-room property was previously a business hotel named Lincoln Suites, Cafritz said, "We decided to lift it to boutique status and call it The Quincy after John Quincy Adams who began his presidency in 1825, which is the address of the hotel on L Street in the heart of downtown Washington."

"We hired Adamstein and Demetriou (A&D) Architecture and Design to do the project as they have successfully created the spaces for some of the top restaurants" in Washington, Cafritz added.

EXECUTION: A&D principal Olivia Demetriou noted that Cafritz wanted "to capture the spirit of the 1950s building with an edgy, yet tailored look for the trendy business travelers to crash in style. We freshened up the interior by updating the rooms with a vintage color scheme of orange, brown and turquoise," she said.

Custom furniture was installed in the 500-square-foot guestrooms along with comfortable sectional seating at the window areas. Luxurious bedding with pillow-top mattresses and comforters with duvet covers were also brought in to enhance the guest experience along with oversized desks that are seven-feet long.

"The furniture was modeled on the new designs by Crate and Barrel and West Elm and is purely residential in quality mahogany material," Cafritz said. Rooms at The Quincy now feature customized wooden blinds, sectional sofas, new bathroom fixtures and carefully designed lighting to illuminate the spacious work area and make bedside reading more comfortable.

The lobby of the hotel has some unusual features, Cafritz added, including a canvas displaying a Hannah Starkey photograph of Superman that is a reflection on an office building glass from a billboard for the movie and a poster of an anthropomorphic tripod by South African artist William Kentridge.

RESULT: The Quincy now displays a more hip and contemporary look that also has a simple, comfortable feel. Feedback from guests has been very positive especially regarding the size of the rooms and new furnishings. "The final product is an urban chic hotel, which we hope everyone will enjoy," Demetriou said.

—Cathy Urell



Design Details:

Project Owners: Potomac Hospitality Services **Designer:** Adamstein & Demetriou Architecture and Design **Project Cost:** \$1.5 million
Theme/Influence: Downtown Washington, DC **Signature Features:** Oversized desks, sectional sofas, wooden blinds **Purchasing Agent:** N/A
Major Vendors: American of Martinsville, Aesthetic Mirrors, Challenger Lighting, Simmons, Paterson Silk, Daltile