

switchboard **MYRIAD** *Hotel* paseo

THE MYRIAD HOTEL

LOCATION:

900 BAXTER AVENUE

LOUISVILLE, KY 40204

CLIENT: WEYLAND VENTURES

Inspired by the unique history of its site - the factory once responsible for creating the majority of the world's supply of disco balls - design inspiration for the Myriad Hotel comes from the fun-loving, free-spirited feeling of the disco era, while still being grounded in its neighborhood setting. The hotel is a mix of eclectic mid-century modern, industrial, and a touch of quirkiness around every corner, just like the collection of buildings it occupies. Italianate and Queen Anne architectural styles give some guest rooms a polished historic character, while the industrial mid-century modern central wing lends a more gritty, minimal feel to its rooms. Three different color schemes for the guest rooms signal to guests which era of the building they are staying in, and each guest room is well-appointed with warm wood tones, a bold accent color, and some fun surprises as well. Original terrazzo, exposed brick walls, exposed concrete, and restored hardwood floors give lots of texture and charm.

The hotel lobby is combined with a corner coffee-cocktail bar called Switchboard, a nod to the telephone company that occupied a portion of the building. An installation of disco balls in the lobby ceiling sets the mood; warm wood wallcovering evokes a funky 70's basement; even the elevator feels like stepping into a disco ball, complete with its own "party button" which triggers music and dancing lights. Courtyard-facing guest rooms have private lanais or balconies overlooking the Myriad Swim Club, a bright and cheery pool and patio oasis from the surrounding urban neighborhood. Chaises, daybeds, a firepit lounge, and a 70's-style sunken living room provide lots of space to soak up the sun and relax by the pool, all in the shadow of the building's iconic "disco towers" - formerly the factory's dust collection system - painted bright orange and begging to be the star of travel photos. Completing the property is Paseo, a wood-fired restaurant inspired by Southern Europe and the flavors of the Mediterranean, complete with full bar, outdoor dining, and operable glass walls to blur the line between indoors and outdoors.





REPURPOSED FACTORY DUST COLLECTOR COMMANDS ATTENTION OVER THE MYRIAD SWIM CLUB.







PLAYFUL HOTEL CORRIDORS HAVE CUSTOM ART SIGNAGE AT EACH UNIT ENTRY, WOOD-LOOK WALLCOVERING, AND BACKLIT NICHE IN HISTORIC OPENINGS



EACH GUESTROOM SHOWCASES ARCHITECTURAL FEATURES SUCH AS HISTORIC WINDOWS AND COLUMNS, AND HAVE A DIFFERENT PAINT COLOR SCHEME DEPENDING ON ITS LOCATION IN THE HOTEL.



A DISCO BALL IS THE CENTERPIECE OF A DOUBLE HEIGHT CLERESTORY IN THE ITALIANATE WING (LEFT);
THE URBAN SOLARIUM SUITE IN THE INDUSTRIAL WING (ABOVE)



EXISTING CONDITIONS - MIDCENTURY WING (LEFT);
ITALIANATE WING (ABOVE)



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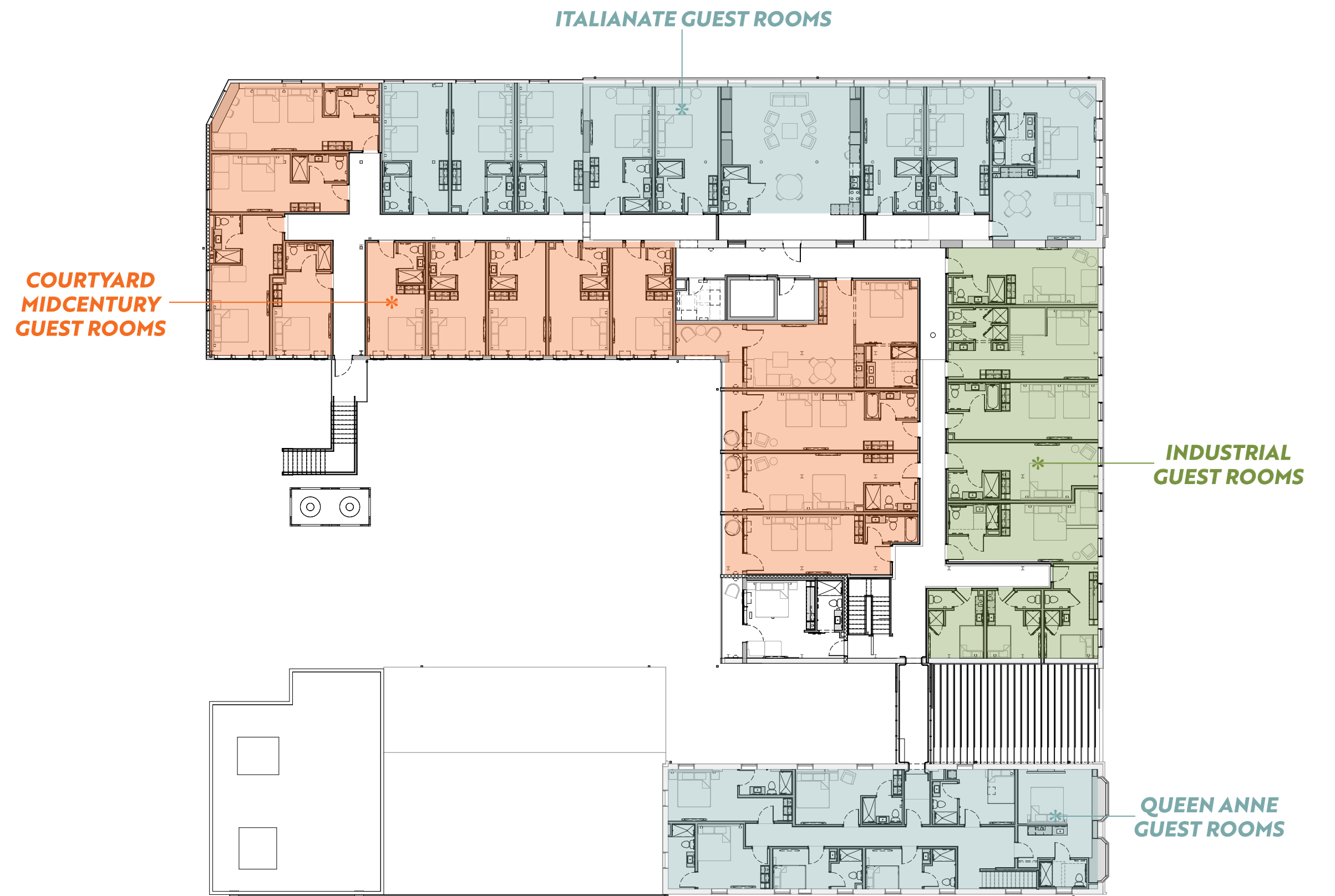
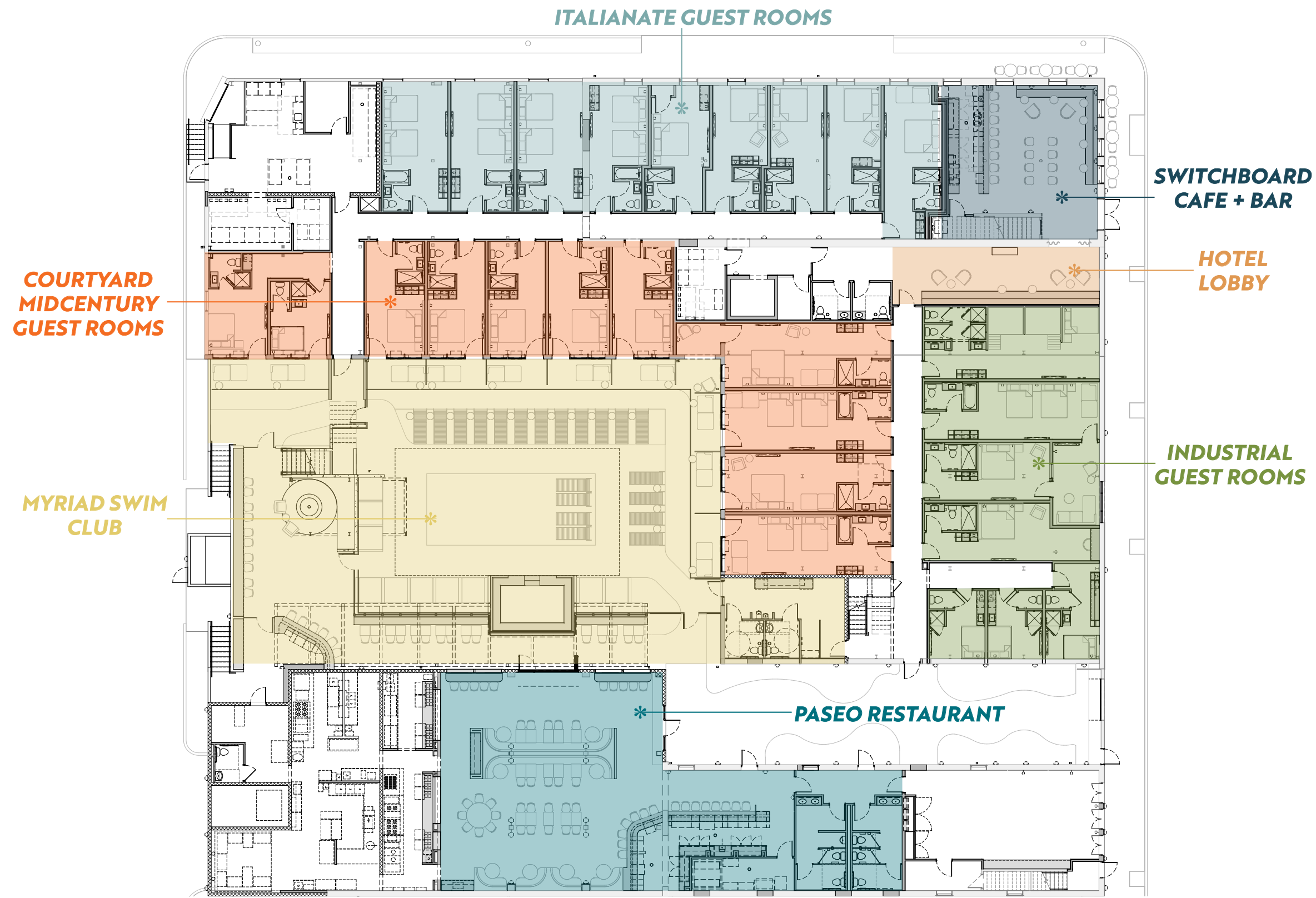
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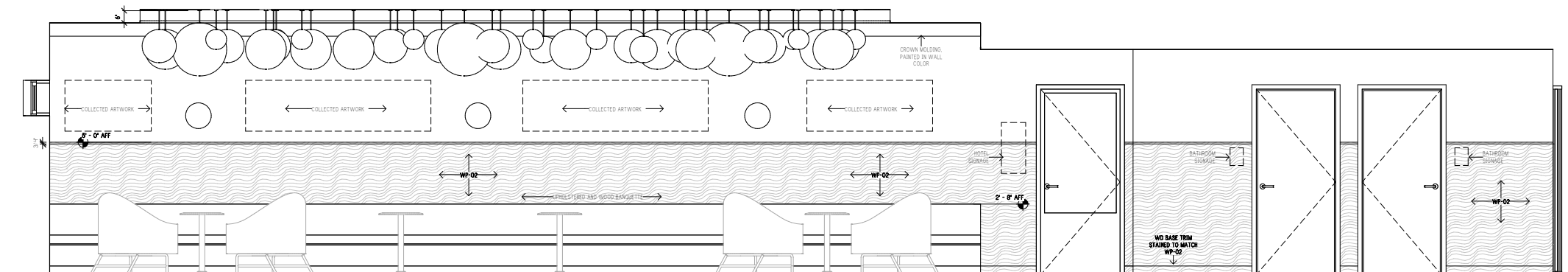
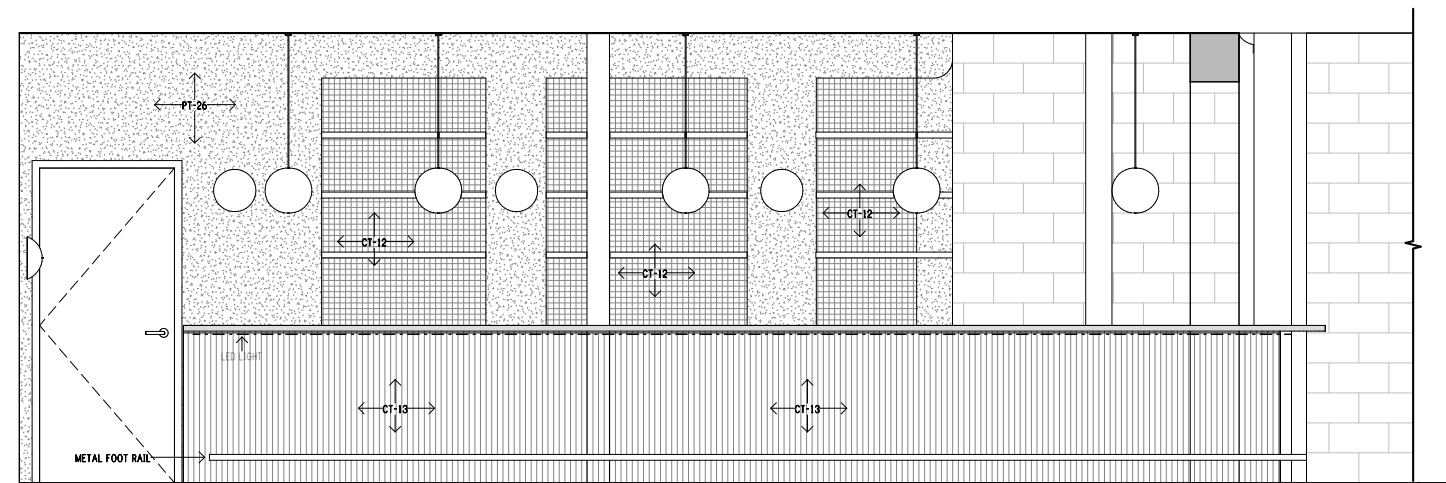


paseo





FIRST AND SECOND FLOOR SCHEME PLANS



PASEO BAR AND LOBBY INTERIOR ELEVATIONS