

HOSPITALITY DESIGN WITH ECOVERINGS®

PRIME KO RESTAURANT



Prime KO, a new Upper West Side Kosher Steakhouse opened in April to great reviews by food and design critics alike. As with the menu, the design is strongly influenced by Japanese design, but it is first and foremost a New York Steakhouse. Grade Architecture and Interior Design featured both Eco-Cem and Eco-Gres ASIA trims in the two story, 4000sf restaurant as well as White Lotus quartzite with tasseled finish. The natural grey Eco-Cem is stacked in a fixed pattern around columns and on walls to create an interplay of light and shadow. In counterpoint to these are broad warm white walls of Venetian plaster.

Grade partner Edward Yedid notes that Eco-Cem was chosen for its price, ease of fabrication, color choices and weight. To continue the Japanese influence of the dining rooms into the rest rooms, black Eco-Gres ASIA 1"x6" tile is contrasted with a crimson Maya Romanoff stitched vinyl wallpaper.

THE NATIONAL HOTEL



The National is an authentic Art Deco oceanfront landmark that has been resurrected as a luxury hotel after being beautifully restored to showcase its fine period features. The hotel featured both Eco-Terr and Eco-Gres in the renovation. The goal of the renovation was to integrate new and updated materials with the elegant Art Deco aura of the original design. First opened in 1940, the 3 story hotel has 2 buildings- a historic tower with 115 units and an infinity pool-side cabana building with 36 units.

Eco-Terr terrazzo tiles and Eco-Gres porcelain tiles were chosen because, in the context of this project, they offer Art Deco design elements and because they are high in recycled content. "The Hotel is moving strongly towards the sustainable era and recycled materials are one of the many steps taken to achieve this goal", notes Yaser Mohamad, Director of Operations and Hotel Manager. The design was presented as a combination of earthy tones and original materials that will set the units in more contact with the natural elements and capture the essence of the hotel's proximity to the water and inherent nature sounds.

The clean, simplistic design made Eco-Terr and Eco-Gres ideal selections to complement hard woods, glass, leathers, and cotton linens in the guest rooms. Mohamad adds that, "the installation was easy and maintenance is very simple with a neutral cleanser from Ecolab".

The National has been very pleased with the reaction to the new room design noting that guests have commented on many occasions that the elements come together well creating an inspired overall look.