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One of the signature motifs of the Aloft hotel chain is a neutral, almost industrial color palette with bright accent colors. On the patios at the Miami Brickell location, bubble-gum pink and coral sofa cushions fit the bill.



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## TURNING UP THE HEAT

HOT SPLASHES OF COLOR BRING MIAMI MOXIE TO A HOTEL CHAIN'S TRADITIONALLY COOL PALETTE

BY BRENDAN DABKOWSKI

Establishing a distinctive identity within the confines of a branded enterprise can be a challenge. But Studio 5 Design + Architecture managed to put a fresh spin on Aloft's Miami-Brickell hotel while still adhering to the chain's brand standards.

"The client wanted an inviting space with the tech-forward, vibrant experience and edge that defines Aloft's identity," says Studio 5 principal Nelson Goris. With that in mind, his firm transformed a building that formerly housed condo units into a hip hotel with 22 different room types, an austere but colorful lobby, garden terrace, pool, and neon-backlit WXYZ Bar area.

The garden terrace adjacent to the bar is a great spot for a comfortable break and exemplifies Aloft's trademark of using neutral, "almost industrial surroundings with accents of vivid colors," Goris says. Breaking away from the cool tones that the hotel chain often selects for patios, Studio 5 chose to add a sense of Miami glamour with colors like fuchsia and orange.

"Once we presented the idea of the built-in backyard bench and colorful combinations on the cushions, both the owners and the brand-design team were instantly on board," Goris says. The terrace and WXYZ area are the client's two favorite spots, says Goris, who adds that the terrace is a continuation of the lounge, with the glass-window wall blurring the boundaries between interior and exterior space.

And how about those 22 different room types? Almost every room offers guests a view of Miami's skyline or west Miami, and many are generous in square footage, making them feel like suites, Goris says. Studio 5 also leaves its mark on this project via the firm's selection of guest-room art packages. "This gave us a wonderful opportunity to establish a Miami atmosphere," he says. "We chose abstract photos and compositions of iconic elements found in the Miami landscape."

Though Aloft has hotels across the country, Studio 5 did its best to infuse a sense of the local flavor to the Brickell hotel—ensuring that guests get the classic Aloft experience without forgetting which city they're visiting. **WZ**

**FEATURED COMPANY**  
STUDIO 5 DESIGN + ARCHITECTURE

**LOCATION**  
MIAMI, FLORIDA

**PROJECT TYPE**  
HOTEL

**PROJECT NAME**  
ALOFT BRICKELL HOTEL

### FITTING THE MOLD

Because this Aloft hotel was a condo building prior to Studio 5's renovation, every unit differs in size and shape, which posed a unique challenge to the project's casegoods manufacturers, IMSS. Every piece of furniture required a special design and dimensioning before being integrated into the finished rooms.