

Condé Nast Traveller

May 2000

HOT HOTELS



The blue AstroTurf pool deck at The Standard, Los Angeles

The Standard Los Angeles, USA

From the moment you pass through The Standard's translucent sliding doors, you realise that this 140-room property, on Sunset Strip in West Hollywood, is not your typical hotel. The lobby features a 'cocoon/conversation pit' with floor-to-ceiling white shag carpet, Ligne Roset suede sectional seating and Arco steel lamps. The hotel's lounge, which opens out onto an electric-blue AstroTurf pool deck, is surrounded by a large photomural of California's Joshua Tree National Monument. And behind the front desk, staffed by an attitude-free crew of twentysomethings, lies a glass-enclosed stage area for performance artists. The only traditional hotel fixture is The Standard's restaurant (it has no official name), a celebrity hang-out serving tasty dishes such as shrimp scampi over hot pepper linguine and ahi tuna tartare with potato crisps. Owner André Balazs created The Standard with a specific clientele in mind: young business travellers (most of whom work in advertising, film and publishing) who are trendsetting yet budget-conscious. The rooms are fun and functional, with mock-suede floor cushions, silver beanbag chairs, inflatable sofas, and CD players; the minibars are stocked with everything from liquorice to Oreos and Vaseline. And when you absolutely must get down to business, fear not: all rooms offer connection to the Internet, a cordless two-line speakerphone and a large Eames surfboard table.

WHEN TO GO Mid-March, when the abundance of entertainment awards ceremonies guarantees celebrity sightings

WHICH ROOM TO BOOK Any corner room with south-east exposure: these all face the pool area and also have a magnificent view of the city

THE STANDARD 8300 Sunset Boulevard, West Hollywood, California, CA 90069 (00 1 323 650 9090; fax: 650 2820). Doubles \$99-\$215; suites \$650