

INSPIREDESIGN



Innovative vision for today's hotel

“ I LIKE TO TAKE **INSPIRATION**
FROM **FASHION AND JEWELRY...**
LIKE LONG ROPES OF
PEARLS WORN ON A
SPECIAL OCCASION.”

—CHARLES POIRIER



MIAMI MODERN

The public spaces of this residential building have a hotel vibe

WORDS BY ADAM PERKOWSKY

Walk into the Modera Metro II multifamily residence building in the Dadeland section of Miami and you'll feel like you are in a hotel lobby. That was the intent of VStarr, the interior design firm founded by professional tennis player Venus Williams.

"For most of our projects, and all the multifamily that we do, we really treat them the same as we do our hospitality projects," said Sonya Haffey, principal at the West Palm Beach, FL-based company. "There's still a story involved."

Working with developer Millcreek Residential, VStarr took inspiration from the location, a more modern area of Miami, and fused it with Miami's Historic District. The result was a mixture of bold and subdued colors, an abundance of diagonal shapes and a number of unique lighting fixtures from Yellowgoat Design, Modern Forms, Decode and Bocci.

"We were trying to be a little more dynamic and not stick to a symmetrical design," noted Haffey. "We incorporated a few bold statements within to differentiate us from other properties."

Among these are custom chairs with illustrations by English artist Danny O'Connor, whom VStarr design director Holly Nixon first connected with during a design competition in Las Vegas.

"We saw a perfect pairing with his art for this project," she said. "We found some pieces that fit really well with the overall design scheme, and we were able to manipulate the colors in his artwork to perfectly pair with the color scheme of the project."

The colors VStarr used included peach, soft aqua, cool gray, matte brass and black.

"With [Historic] Miami, you're looking at a lot of softer colors," said Haffey. "And, when you're looking at the new Miami, you're talking about tons of color—think of '80s Miami. It's neon and electric. So, we applied both the softness and the vibrancy that you have between those and incorporated a new and a modern Miami color."

VStarr also designed three exterior spaces, including the area near the pool on the eighth floor.

"On the eighth level, we had a lot of opportunities, so we were able to create some exterior bar space," Haffey said. "We were also able to do these sun-deck mats almost on top of the pool; they're beautiful. On the 21st floor, there's a little bar, as well as some daybed areas. It's more for entertainment, so it's away from a lot of the other common areas."

Back inside, diagonal shapes were used throughout the ground-floor lobby area due to the fact that there were two entrances to the space.

"For us to create a symmetrical design, we felt like the diagonal just led you into the overall space," said Haffey. "And then we were able to replicate that on wall surfaces, reflected ceilings, corridors, garage elevator lobbies and throughout the project itself."

