

## PRESS RELEASE – JUNE 30, 2016 FOR IMMEDIATE RELEASE

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### **First Look: The Renovated Aloft El Segundo By AXIS Architecture + Design** AXIS announces its latest hotel renovation - an airport hotel that itself could be the destination

#### Press release highlights:

- First release announcing the details of the renovated Aloft El Segundo at LAX.
- 11 high resolution never-before-published images of the new hotel available for download.
- Multiple editorial bylines:
  - o *Renovation Spotlight / Project Announcement*
  - o *Design: The airport hotel as a destination*

**SAN FRANCISCO, CA (June 30, 2016)** – AXIS Architecture + Design, the San Francisco-based and noted hospitality and multi-family architectural design firm, is pleased to reveal the first look at the renovated Aloft El Segundo at LAX. Culminating nearly 3 years of renovation and development as part of the \$20 million project, AXIS Architecture + Design recently completed work on the 246 loft-style room hotel owned by Rubicon Hotel Investors LLC and operated by Aimbridge Hospitality. Design Atelier provided interior design expertise.



The updated exterior of The Aloft El Segundo, modernized by AXIS Architecture + Design through the use of cost-efficient metal and glass panels.

Initially, AXIS Architecture + Design was retained by Rubicon Hotel Investors LLC to perform project due diligence on Rubicon's vision for the renovation. Given the institutional hospitality market's appetite for properties with room counts in the 200-350 room range, as well as the more optimal operating profitability of properties that size, the decision was made to split the massive 600 room Hacienda Hotel into two separate properties - the Aloft El Segundo, and the-soon-to-open Fairfield El Segundo.

Commencing the physical renovation in 2013, AXIS Architecture + Design was challenged from the start with the Hacienda's original footprint, which over the decades had ballooned to the hotel's final sprawling size in a mix of construction phases that left the original building lacking a consistent aesthetic throughout. AXIS' vision for the renovation was ambitious in itself; located in the LAX airport hotel market catchment, AXIS set out to design an airport hotel that didn't simply deliver a short and uninspiring stay, aspiring instead to create an airport hotel that itself could be a destination to serve the growing Manhattan Beach/South Bay tourism hospitality market.



The Aloft El Segundo pool deck, showcasing the panoramic floor-to-ceiling windows of the new multi-story lobby.

### **Updated lobby and pool deck help position this airport hotel as a destination property**

The most significant challenge for the renovation was creating the hotel's new lobby. Given the Hacienda's former lobby was previously on the opposite side of the building, AXIS designed an entirely new stand-alone lobby for Aloft El Segundo. Adding to the challenge, the space where the new lobby was to be built featured some challenging topography, most notably a several-story elevation difference between the proposed arrival area and the thoroughfare where guests would access their rooms. The AXIS design team, overseen by Principal Shawn Alexander and led by now-Principal Byung Kang, designed a two story building to fill the awkward hole that existed, offering guests a seamless arrival experience starting at the signature Aloft porte cochere through to the upper level lobby overlooking the quintessential Southern California beach town pool below.

A key design feature of the lobby is the floor-to-ceiling windows that wrap the multi-story space. Working with Aloft's vision to deliver places that provide social experiences for trendy lifestyle travelers, AXIS' seamless blending of the lobby with the core social space - the pool oasis - through the use of floor-to-ceiling glass creates an unmistakably playful energy for guests from the moment they arrive. That playful arrival experience further challenges the airport hotel status quo; standing in the lobby, with the new and energetic WXYZ bar opposite the entrance and with the panorama of the pool opposite the guest check-in desks, the experience is more reminiscent of a beach holiday or boutique stay in Las Vegas than a transitory stay in a typical airport hotel.

From the pool deck itself, the lobby serves as a transparent backdrop to the open-air communal space. The enclosure the lobby provides creates a sense of exclusive intimacy despite the open-air setting, beckoning guests

to linger and simply “hang out” - something traditional airport hotel designs may fail to encourage in their rapidly transiting guests. From the pool, AXIS’ choice of crisp and minimalistic materials for the exterior of the building tie the modern interior aesthetic to the exterior. Understated but rich earth-tone panels and large inlays of glass serve the brand’s signature style, but moreover, provided opportunities for economically but dramatically refreshing the exterior of the building.



A view of one of the king guestrooms at Aloft El Segundo.

As part of the renovation, AXIS Architecture + Design also oversaw the addition of more than 1,400 square feet of indoor meeting space to Aloft El Segundo’s service offering, and oversaw the design of its Re:chargeSM fitness center and Re:fuelSM one-stop gourmet grab-and-go food and beverage service area.

For more on the project visit AXIS Architecture + Design’s project page at <http://axisonline.net/portfolios/renovation/aloft-el-segundo-hotel-renovation/>.

For never published high resolution images visit <https://goo.gl/kkDjxV>.

#### **About AXIS Architecture + Design:**

AXIS Architecture + Design ([axisonline.net](http://axisonline.net)) is a full-service architecture and design firm based in San Francisco, California. An all-industry firm, but noted leader in hospitality design, hotel architecture, hospitality facility renovations, and multi-family residential architectural design, AXIS Architecture + Design offers world-class iconic design that solves real-world architectural challenges.

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