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W Westwood Unveils "L.A." Look



W's cool new pool area.

Photo: BizBash

The W hotel chain is known for its sleek look, but even that look occasionally requires an update. Enter Thom Filicia, who is helping the [W Westwood](#) reinvent itself with a full redesign. He's using muted hues and a mixture of materials and patterns to give the guest rooms a multitextured look, which he described yesterday at a press walkthrough as "very L.A., and a little bit vintage, but not too Zsa Zsa Gabor." Got that?

While the guest-room redesign is currently underway, the pool area has already reopened with new cabanas and IntelliChaise terminals—wireless devices that allow guests to order spa services, cocktails, and more without the plebeian nuisance of having to talk to anyone—attached to the lounge furniture around the pool. Bliss spa, which has [a location](#) inside the hotel, will also be offering services from a dedicated poolside cabana.

The redesign began in May and is expected to be complete in November, with the meeting spaces and lobby area getting their new looks last. —*Alessandra Dubin*