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BUNGALOW
SURF-LODGE STYLE
FROM SIXX DESIGN

THE SCARLET
ECO-LUXURY ON THE
CORNISH COAST

BOUNDARY
A DESIGN CLASSIC
BY CONRAN & CO.



Sixx Design and Minno & Wasko have created Bungalow, New Jersey's laidback but stylish beach hotel, for hoteliers David and Michael Barry.

Bungalow

Long Branch, NJ

Words: Catherine Martin Photography: Joshua McHugh (unless otherwise stated)

The city of Long Branch, New Jersey has a new addition to its recently rejuvenated coastline in the form of Bungalow, a 'luxury lifestyle hotel'. The newbuild, created by Ironstate Holdings LLC, is located in Pier Village, a mixed-use dining, shopping and living destination just steps away from the endless beaches that inspired its style.

The four-storey, 24-room hotel, designed by architects Minno & Wasko, brings a contemporary edge to the beachside community. One of four buildings constructed in the second phase of the Pier Village development, the hotel is part of a citywide revitalisation.

The exterior of the building is clad in Bamco metal panels with stained cedar accents and large expanses of glazing to allow for ample daylight and views of the Atlantic. Backlit signage is used to identify the hotel to

passers-by on Ocean Boulevard, and LED lighting adds accent the rooftop

parapets. The ultimate landmark for Bungalow is its sail canopy suspended 60ft above the entrance onto which movies, images, and lighting are projected.

The hotel interiors are the work of husband and wife duo Robert and Cortney Novogratz of Sixx Design who have hit headlines in the States recently thanks to a new TV series based on their 'house flipping'. Sixx has made it their business to seek out abandoned buildings across Manhattan transforming them into multi-million dollar living spaces. Their new series, to be screened on Bravo! next year, will also feature the couple's seven children, brought along to live in each of the homes they flip.

For their first non-residential project, Sixx Design has created playful and refreshing interiors in the 24 guestrooms and lounge area of Bungalow. In Robert's words it is "a modern interpretation of an international surfing lodge" with a "unique mix of modern and one-of-a-kind vintage pieces."

Upon arrival, guests are welcomed by a lounge and billiard room on the first floor, complete with a





© Don Pearce, New World Group



► champagne bar and outdoor patio. Custom millwork features throughout including the built-in seating and low-key reception desk.

The lounge is an indoor-outdoor space with the focus on an eclectic mix of artwork and accessories against a white backdrop. “The materials we used are somewhat basic but the developer gave us a great budget for unique art, furniture, the amazing bar, library shelves and trees in the lobby,” explains Novogratz. The rustic woodwork pieces by John Houshman complement the mod-meets-beach hotel décor with contemporary accessories such as lamps from Moss and surf photos by Jeff Devine.

Above the 1940s pool table hangs a feathered chandelier and one of the fifty works of original art chosen specifically for Bungalow by Robert and Cortney. Building on their reputation for decorating spaces with



LEFT: Above the 1940s pool table hangs a feathered chandelier and one of the fifty works of original art chosen specifically for Bungalow by designers Robert and Cortney Novogratz. ABOVE: One of the 24 individually styled guestrooms

rare collectables sourced from around the world, one of the most eye-catching is a 6ft mural of a stamp made entirely out of white buttons by artist Ann Carrington.

Sixx Design has also brought its trademark style to the individually styled guestrooms ranging from oversized king bedrooms to junior and corner suites. Guests can choose between Aloha, Hangloose, Lil Pipeline and more. All are light-filled spaces furnished with king-size beds, oversized bathtubs, flatscreen TVs, iPod docking stations, kitchenettes, window walls, and fireplaces.

Bungalow guests also have full access to a Le Club, a beach club complete with cabanas, a roof deck bar, lounge and pool.

As well as filming their TV series, Robert and Cortney Novogratz are currently working on a larger hotel in Long Branch, and another, located in Mexico. ■

EXPRESS CHECKOUT

Bungalow
50 Laird Street, Long Branch, New Jersey 07740,
USA
Tel: +1 732 229 3700
Web: www.bungalowhotel.net

- ↳ 24 guestrooms
- ↳ Lounge, Champagne Bar
- ↳ Access to Le Club Beach Club

Developer: Ironstate Holdings LLC
Architect: Minno & Wasko
Designers: Sixx Design