

# FORTUNE

DISPLAY UNTIL SEPTEMBER 14, 2009

## THE **NEW** Best Idea IN BUSINESS

**Surprise:** It's in autos. How car-sharing startup **Zipcar** is cranking up a transportation revolution. (Get ready for the IPO...)

By Paul Keegan  
(PAGE 42)



**Zipster Nation:** Drivers like these who gave up their cars report saving an average of \$600 per month.



THE  
BUSINESS  
OF  
*Style*

**THE HOTELIER AND  
THE ARCHITECT**

*As the mastermind behind the revivals of L.A.'s Chateau Marmont and the Raleigh in Miami, André Balazs (near right) helped define the boutique hotel. His latest is the Standard, New York, which hovers above the High Line, a park built on an old railroad track in the city's Meatpacking District. Balazs conceived it with the help of Todd Schliemann (far right), an architect at Manhattan's Polshek Partnership. Balazs owns eight hotels, but this is his first time starting from the ground up—and his first collaboration with Schliemann, an old college friend.*

PHOTOGRAPHED ON THE ROOF OF THE  
STANDARD HOTEL, NEW YORK CITY

BOOKINGS EDITOR: HEATHER SHIMOKAWA





## **PARTNERS IN STYLE**

Collaboration is never easy—be it between colleagues, siblings, or friends. Here *Fortune* salutes the teams who make hard work look smooth.

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**PHOTOGRAPHS BY BEN BAKER**  
**TEXT BY MINA KIMES**