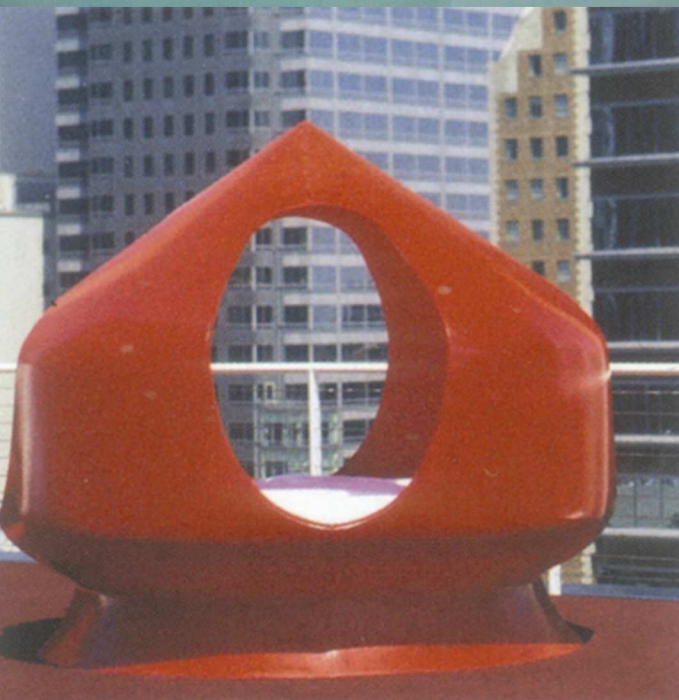
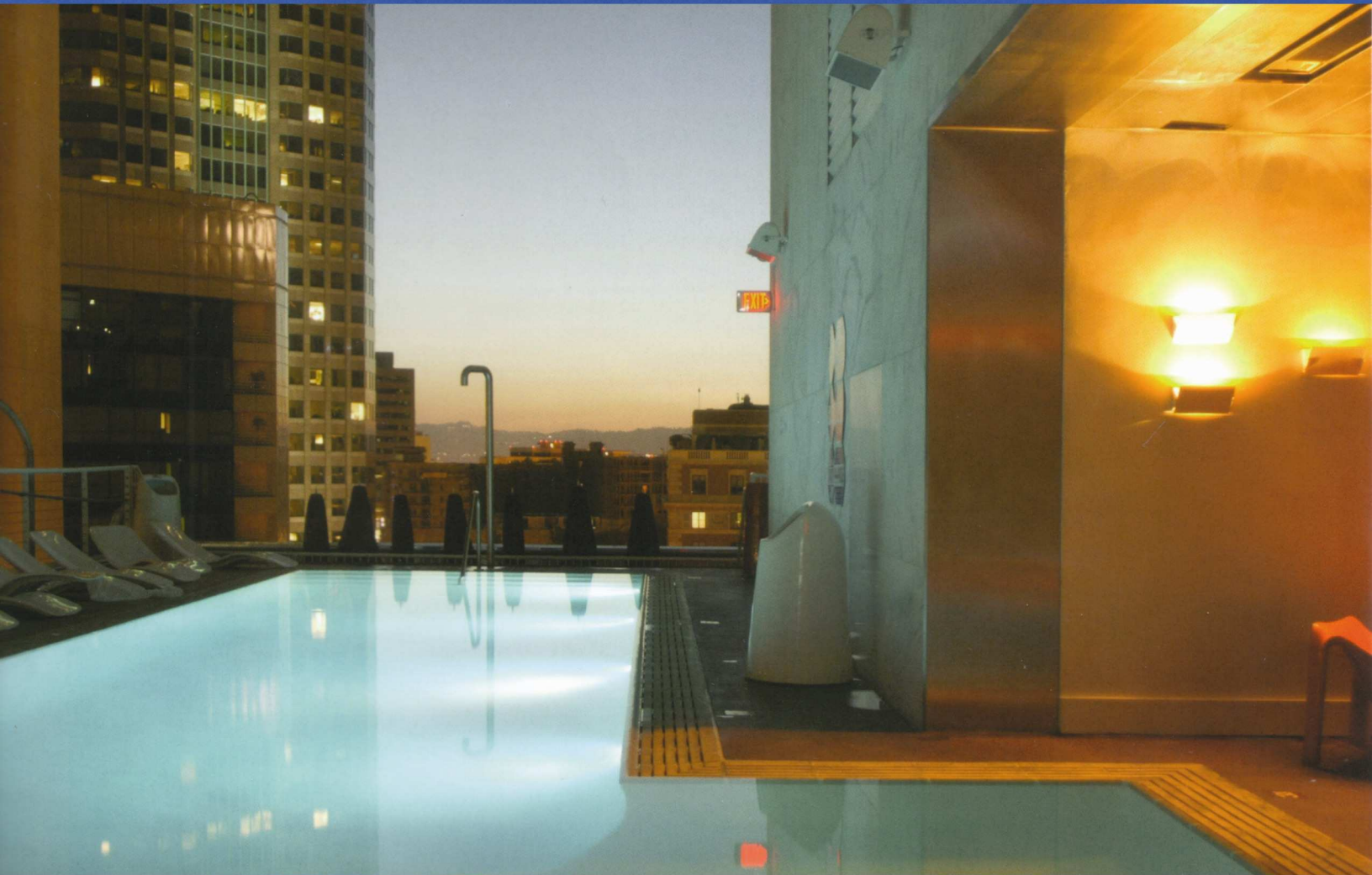


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hotel pools



the standard downtown | los angeles . usa

DESIGN : Koning-Eizenberg Architecture

This hotel inhabits the elegant former headquarters of the Superior Oil Company from the 1950's. It is downtown L.A.'s intimate public space. The architectural designed was based on advertising, movies and fashion from the '50's and '60's, combined with modern minimal design; it integrates individuals from a standard perception into a contemporary mood, where the city's energy vibrates on the waterbeds on the rooftop of this building, carved out of the marble clad mechanical existing penthouse. It now functions as the ultimate rooftop pool and lounge party, where the vision goes beyond into the adjacent building's wall where the screening epic of "Wizard of Oz" is projected and out into the high-rise towers that surround this space bringing both into reality.