

Are High-Design Hotels The New Coworking Space?



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Arts

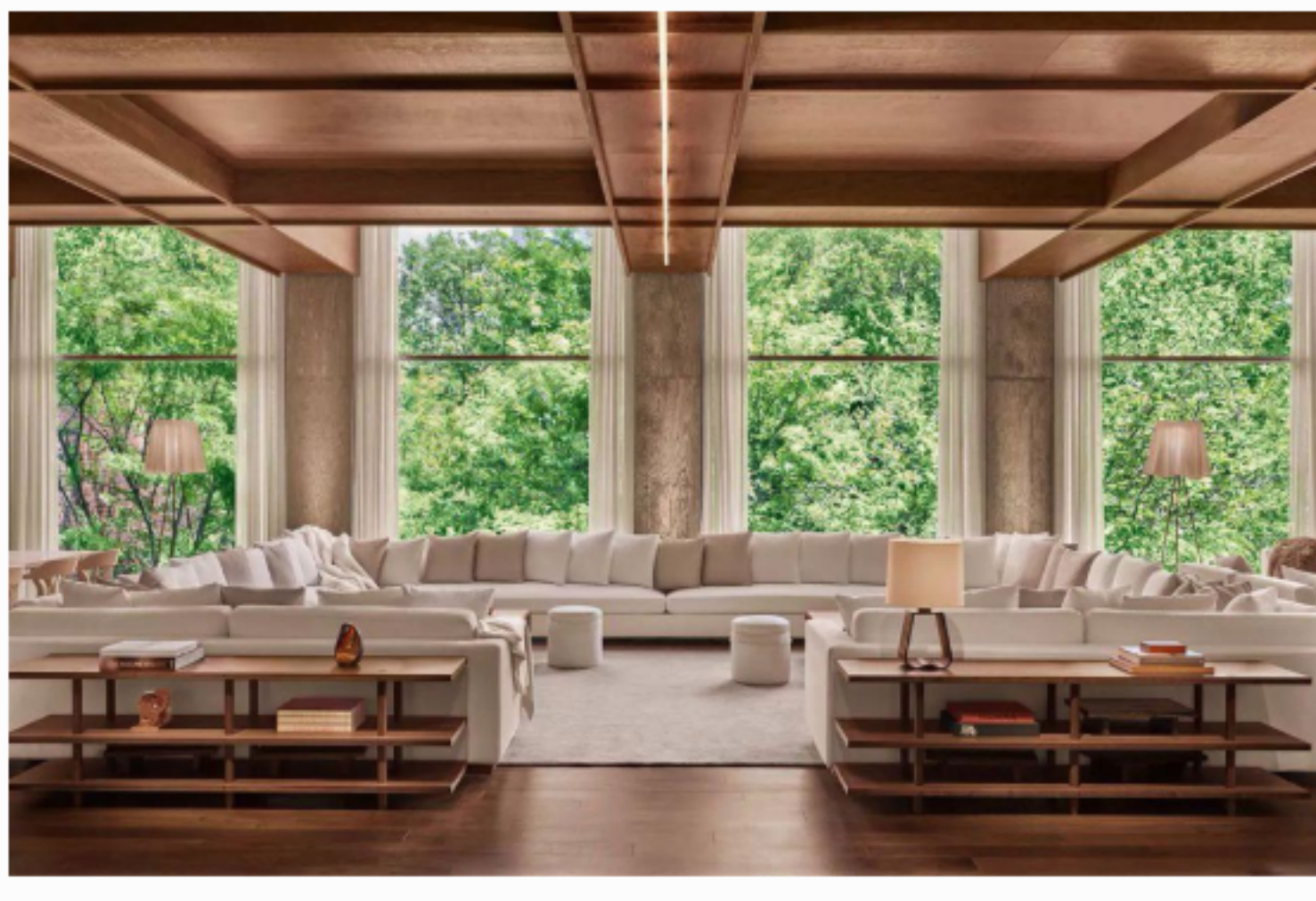
I cover Arts — architecture, design, and fashion.

Working nine-to-five is a thing of the past. It's the wild wild west of freelancing as more people desire flexibility, independence and the ability to globetrot whenever and wherever they have wifi.

As a result of the break out from behind the cubicle, we are witnessing subtle shifts where communities gather and work. It's not only coffee shops and coworking spaces that are capitalizing on the start-up culture, but high-design hotels are becoming quite the hotspot for the freelancing force. So much in fact, that designers and top hotel management are starting to take notice and leverage this crusade away from the traditional career.

"The freelance population is growing and has evolving needs...mostly made up of millennials, this demographic seeks to obtain the best of work, life and wellness environments that support this unique lifestyle," says Alison Howland, VP of Wellness at [Amrit Ocean Resort & Residences](#).

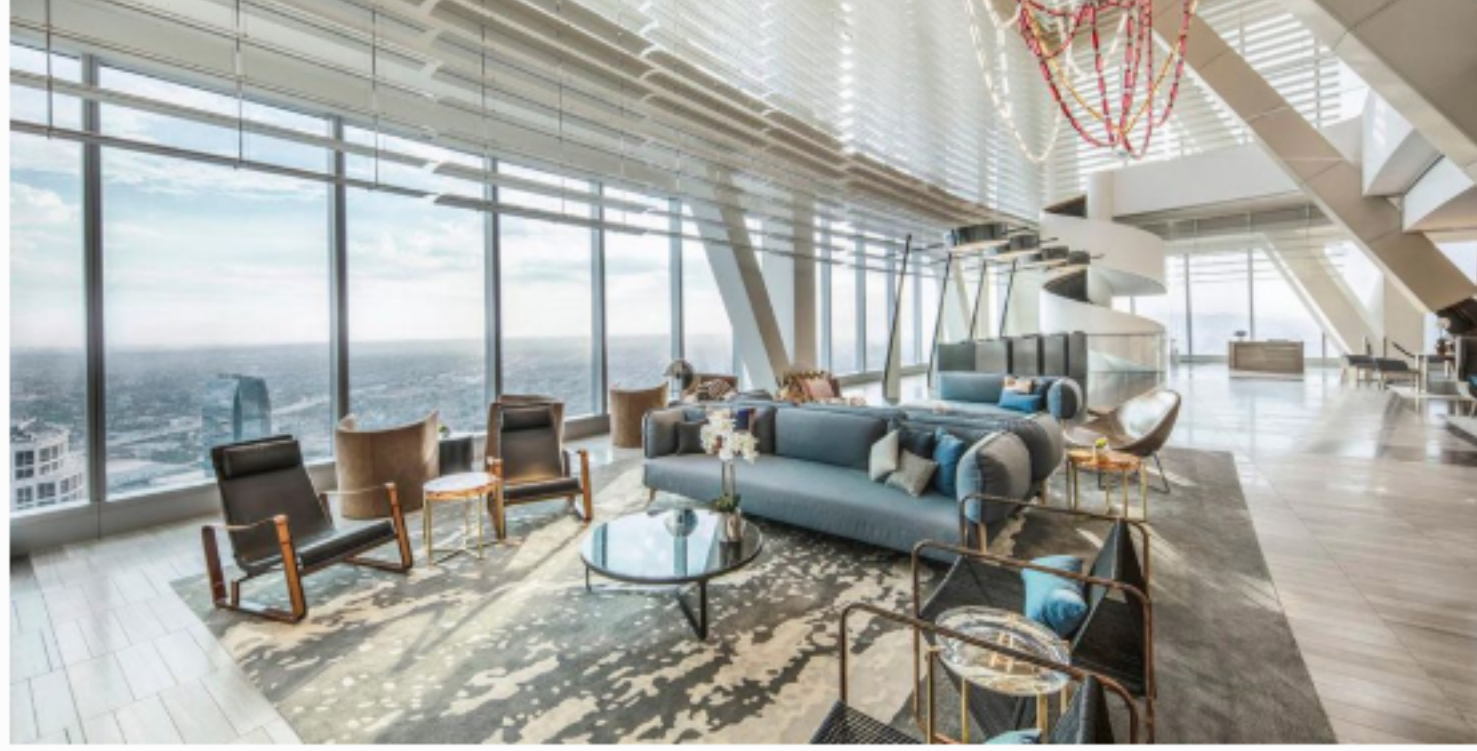
Personally speaking as an entrepreneur that isn't tied to a co-working space (yet) and travels often, hotels have become a second home for me. Hotel libraries and side-room sanctuaries have not just become a pitstop to drop my bags, but are a very welcoming and communal space for the self-employed. I work, meet friends, take client meetings and more from these lovely, lounge-worthy lobbies. I have even 'tapped' clients while unintentionally networking in these spaces.



PUBLIC's hotel lobby. PUBLIC HOTELS

On the East Coast, take one step into the [PUBLIC Hotel](#) any day of the work week and without a doubt, the space is filled with a creative, fashion-forward (very likely freelance) crowd sipping oat milk matcha lattes and munching on overpriced spinach salads. However, this space is not only a sexy spectacle, but it truly is a pleasant space to both socialize, study, work and everything in-between. Founded by Ian Schrager, the infamous co-founder and -owner of Studio 54, the PUBLIC's intention is to indeed open its doors to... you guessed it, the public.

Downstairs is home to a collection of communal tables with a convenient cafe, while up the orange-light-lined escalators is a convenient stadium seating wall with outlets, next to a bar, and a sweeping space with plush white couches and floor-to-ceiling windows. It's like working from your dream living room.



InterContinental Downtown Los Angeles lobby. INTERCONTINENTAL DTLA

We can see the hotel co-working trend hitting the West Coast as well. The [InterContinental Los Angeles Downtown](#) is a stunning space that leverages its sky-high setting as a co-working escape. "Our 70th floor Sky Lobby was designed to not only give the most exceptional arrival to Los Angeles, but to foster an environment that radiates creativity, innovation, and socialization," says Niles Harris, General Manager of the InterContinental Los Angeles Downtown.

You can bet a lot of locals also hit up this hotel lobby to bring clients for a late afternoon meeting-meets-happy hour rendezvous. "We often see meetings move from the lobby lounge vodka bar to dinner at La Boucherie or a nightcap at Spire 73, the tallest open-air bar in the Western Hemisphere," says Harris. The hotel expanded its inclusive strategy to open their gym and rooftop pool (for a price) to the public as well — just another added bonus for freelancers and another buck for the hotel.



11Howard library. 11HOWARD

Other high-design hotels that are leveraging a more community-based design that drive local traffic are [The Ace Hotel](#), [The Freehand](#), [11Howard](#), and [The Hoxton](#).

As our culture continues to shift to adapt to digital-dominating, remote work, interior designers and architects have a clear opportunity — target their contracting to contractors.