

Robb & Stucky Interiors Completes Custom Renovations to Hotels & Resorts

by Marge Lennon





Photo courtesy of David Campbell



Photography by Cezar

In considering the status of your resort property, do any of these design challenges sound familiar?

- Your resort or hotel rooms are “tired” or “dated” and in need of a total renovation.
- Your budget can cover only a small portion of what is actually required.
- Your refurbishments may need to be spread out over several years.
- You do not want the finished work to look like it was completed in stages.
- You need to replace only a single item - while retaining the majority of your furnishings.
- You are cautious about making that purchase from a local vendor.
- You need to refurbish a single room or area, but want it to blend with the rest of your unit.
- You have a new property and want ONE organization to guide you through the entire design and installation process, avoiding multiple “middle men” who add commissions during each step.

If you responded, “Yep, that’s me” to any of these comments, read on ... Although they have handled some of the largest total furnishing assignments and renovations to hotels and resorts around the world, Robb & Stucky Interiors is equally proud of their ability to help clients with smaller challenges. Similar to your personal residence, it isn’t always financially feasible to replace everything at one time. The design professionals at Robb & Stucky Interiors understand this and are well positioned to help you with the very important strategic planning process.

“Much like a large department store, where you can purchase everything needed for a bedroom or just a pillow, we can help with the largest and smallest furnishing item for a resort,” explained Dan Lubner, President of the Resort Division of Robb & Stucky Interiors. “After specializing in furnishing resort properties for over two decades, we enjoy the

challenge of understanding and implementing the multi-step process. We recognize that some refurbishments are so large that budgetary constraints require them to be spread out over several years. While in other cases, a developer or management company has an urgent need to replace couches in 50 units ... and wants them tomorrow! We also know that there may be times when a property will have to retain many items in a room but replace others. This presents additional challenges. Using our professional guidance will ensure that existing elements are gracefully integrated with all new items.”

Frequently, a developer or management firm may decide to shop locally for a replacement chair or lamp. This can often lead to problems down the road because the retailer does not have the “complete picture” of your resort. “We recognize that every item should be a reflection of your entire resort or hotel,” added Lubner.

During the last few months, Robb & Stucky has successfully contracted for or delivered the following projects, listed below by type of property and work that was completed. Please note the wide scope and variety of assignments provided to meet each client’s specific needs.

TIMESHARE & FRACTIONAL PROPERTIES

• **Casa Del Mar, Daytona, FL** – This project included the total custom design renovation of 27 units for Bluegreen Resorts. The property was originally built as a hotel; the goal was to transform it to modern day standards with a sophisticated, timeless look. The work involved total design for four different room types, requiring entirely different sized furnishings for each room. The design team is scheduled to install custom-designed and manufactured headboards, desks, armoire/wardrobes, tables and chairs.

• **The Soundings Seaside Resort, Cape Cod, MA** – Robb & Stucky recently completed the first phase of construction/

design out of more 100 condominiums to be renovated for Bluegreen Resorts. (The remaining phases are expected next year.) The project began with a complete renovation and refurbishment of a beachfront structure working out from the original framing. Only the building’s footprint and roof remained. This meant that all plumbing – sinks, bathtubs, tiles – had to be reconfigured, all appliances and electronics installed and total new furnishings were custom designed for the three separate unit sizes. The work was completed after a collaborative effort between the design team, contractors and architects.

According to Leon Narbonne, owner of The Soundings Seaside Resort, “Robb & Stucky delivered everything on time. They did an excellent job of selecting and installing the high quality furnishings and accessories. We were very pleased with their service and look forward to working with them again in the future.”

• **Tarpon Point Marina, Cape Coral, FL** – Robb & Stucky has been working with Grosse Pointe Development to complete the

interior design, manufacture and installation of furnishings for The Resort At Marina Village Residence Club. The 184-unit high-rise resort is a combination of two and three-bedroom resident suites to be sold as both fractional and whole ownership and located within Tarpon Pointe Marina, a master-planned waterfront community. Robb & Stucky is also directing and providing complete turn-key furnishings, including bedding, window coverings, artwork accessories and kitchen ware. The design professionals were also asked to assist in the design of the lobby and common areas for this luxury mixed-use community.

Commented Lauren Hagan, Director of Sales for Grosse Pointe Development, “Designing fully-furnished upscale interiors that accommodate the needs and desires of demanding homeowners of both fractional and whole ownership residences, which will also be used as resort rooms, was a challenge that we felt Robb & Stucky was up to handling. Their ability to create custom-designed furnishings specifically for our

Robb & Stucky Design Services

Until recently, the process that involves the selection, manufacturing, purchasing and installation of furnishings for hospitality properties has been accomplished through the use of many specialists with major portions of the budget going toward commissions for various coordination fees. Robb & Stucky helps its hotel, timeshare and fractional clients make wise interior and refurbishing decisions by providing all of these services with just one phone call. This eliminates the need for outsourcing or paying the middleman's markup or designers' commissions and allows for the maximum percentage of the developers' furniture, fixture and equipment budget to actually be spent on FF&E.

About five years ago, Robb & Stucky decided to increase their service capabilities by manufacturing what they design, creating customized product lines for each commercial and hospitality application, often at a surprisingly affordable cost. The company also manufactures its own line of high-end bedding and related accessories and supplies appliances and televisions at competitive prices. Another specialty is the creation of custom-designed furnishings to fit tight spaces at affordable prices, as well as the selection of flooring and window treatments. Robb & Stucky's size and buying



property, when coupled with their extensive experience provided us with a peace of mind and a stylish look that will be accompanied by designer accessories and furnishings. Not only are they creating a custom look for the resort, but they are also coordinating every aspect of the design, manufacturing, shipping and installation process. As a result, the finished product will be beautiful and worry-free."

Since both the fractional and whole ownership units will be sold completely furnished and to an upscale market, having the right company to handle the interior design work is an integral element to our success. We selected Robb & Stucky because of their impressive credentials, their experience with fractionals, their understanding of the share-use concept and the expectations of this special market. Also, they will be providing custom-designed furnishings specifically for our property, creating a type of 'Florida chic' along with designer accessories and finishes. We are very pleased that they were able to create a new line of custom furnishings, specifically for our property. They

are also coordinating every facet of the design, manufacturing, shipping, and installation process taking away many potential headaches."

HOTELS/RESORTS

• The Hyatt Ganey Ranch, Scottsdale, AZ

– Extensive outdoor furnishings were custom designed to deliver a trendy resort living ambience for three distinct upscale outdoor areas, to include a sophisticated adult side, a family sports playground and colorful kids sandy beach. Robb & Stucky also created specially designed daybeds and custom cabanas that generated additional revenue-producing areas.

• **Hotel Indigo, Fort Myers, FL** - Custom-designed furnishings and public spaces were completed for this nationally branded 67-room boutique hotel, a franchise of InterContinental Hotels Group (IHG). Since franchised brands must have a uniformity and consistency of style, Robb & Stucky designers collaborated closely with the hotel company to ensure that corporate design standards as well as budgets were met

down to the very last detail. Every single piece of furniture, including luggage racks, chairs and bathroom vanities, required corporate approval.

Added Bob Haury, President of DOC Hospitality, "Robb & Stucky designed, manufactured, shipped and inspected high-end furnishings that not only met, but far exceeded brand standards for Hotel Indigo. They provided us with unparalleled logistical and customer services. It was a superb fit."

• The Marco Beach Resort, Marco Island, FL

– This Preferred Hotel Group affiliate requested a complete redesign and installation of 98 guest vacation suites for an existing property. The work included selecting new items to blend with furnishings and accessories that were to remain in the units. A "facelift" included new carpeting, custom bedding, and window treatments. The majority of the newly installed furnishings were custom designed specifically for this resort and included sofas, chairs and lamps.

power and their bundling of services enables them to provide furnishings and design work at highly competitive prices, whether the client is in Denver or Dubai. With one of North America's largest teams of licensed interior designers, these professionals can be mobilized from any part of the globe.

As a testament to their service to hoteliers, Robb & Stucky was recently named the newest Alliance Partner for the internationally respected Preferred Hotel Group. Under the arrangement, Robb & Stucky provides interior design services for Preferred Hotel Group's more than 700 member hotels, resorts and fractional ownership properties located in over 70 countries.

Since their beginnings in 1915 in Fort Myers, Florida, Robb & Stucky has evolved to become one of the largest high-end furniture retailers in North America. Today, there are 15 interior showrooms and eight patio stores located in Florida, Arizona, Nevada, Texas and Costa Rica.

For Perspective readers seeking advice on refurbishments or total new furnishings, Robb & Stucky Interiors is well positioned to assist with all of your interior design needs. To reach Dan Lubner, call 239-292-3717 or write to him at Dan.Lubner@RobbStucky.net www.RobbStucky.com



"Our guests have discerning tastes and expect a certain level of quality and style while vacationing," said Ron Albeit, Marco Beach Ocean Resort Hotel Advisor. "We selected Robb & Stucky for this project based on their expertise, capabilities for a fast installation and ability to work within the allocated budget."

• **The Wort Hotel, Jackson Hole, WY** – Robb & Stucky sourced outdoor dining furnishings for the Wort Hotel's famed Silver Dollar Bar & Grill. The experimental project has proven wildly successful filling a niche in downtown Jackson Hole, WY. A dual branded member of Preferred Hotel Group, The Wort Hotel was recently named one of the nation's top ten historic hotels.

Jim Waldrop, General Manager of the Wort Hotel shared, "Robb & Stucky's timely follow-up and actual implementation of work was outstanding. We were on an extremely tight timeline and they were able to deliver weeks before anyone else. Their

turnover time was incredible. I received a return phone call on the very first day that I contacted them for information. We hope to use them in the future for other projects."

CONDOMINIUMS

• **Fairway Point at Boca West Country Club, Boca Raton, FL** – In the redesign of two 8-story towers, all interior spaces, lobbies and common areas were transformed into a contemporary transitional style. New carpeting, wall coverings, lighting and furnishings were installed on all 16 floors, corridors and fitness centers.

• **The Georgian, South Beach, FL** – A complete makeover was completed for two lobbies in this luxury high-rise condominium. Work involved flooring, wall finishes, and a custom reception desk, created to reflect the shape of the building and its architecture.

• **The Strada at Mercato, Naples, FL** – Robb & Stucky completed two

luxury condominium models and one "spec" residential unit for this upscale urban condominium development with mixed-use elements. They also provided space planning and interior design for the clubhouse, hallways, lobbies and public spaces on the residential side of the buildings and exterior furnishings for the pool area.

• **Venetian Isles, Boynton Beach, FL** – Design work here involved the total renovation of a 28,000 sf clubhouse, to include the replacement of all furnishings, accessories, window treatments, and flooring for grand lobby, corridors, card rooms, theater, kitchen and café.

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