



Hollywood Standard



Downtown Standard

**HOTEL CHECK**

The Hollywood Standard and the Downtown Standard  
**Los Angeles**

**H**IP, HAPPENING AND HALLUCINOGENIC. ANDRÉ Balazs' two Standard hotels are so very L.A. Want an in-room "Touch Thysself" educational self-massage session? Sure, why not? How about a Mohawk haircut?

Or a slice of meat loaf? Hey, no problem. You can get just about anything you want (or don't want, for that matter) in these popo theme-park-ish/fantasyland hotels for the barely adult.

Both hotels, designed by Shawn Housmann, bear influences of Todd Oldham (pop) and Pee-Wee Herman (delirium), Austin Powers (mod) and Hugh



Water beds Downtown

Hefner (pornography). Behind the reception desk at the Hollywood Standard, there's a glass case with a bed and a live, semi-clad model. In the suites there are showers large enough to accommodate a football team or baths for eight people.

In the medium-sized rooms Downtown, glass-walled bathrooms squish up to platform beds, while spanking new Nakamichi sound systems and TVs equipped with DVD players offer visual and aural back-grounds to decadent dreams.

For the daylight hours, psychedelic AstroTurf lawns (blue in Hollywood, red, Downtown) stretch alongside rooftop pools, overlooking panoramic views of the City of Dreams.

Giant red water bed cubicles grace the pool-side area Downtown, which, by night, is transformed into a scene from Peter Sellers' *The Party*. Downstairs in the

lounge, fuchsia sofas, a DJ booth and pool table make this an instant groove den. The Hollywood hotel also doubles as a set for a retro-chic shindig, with its shag-carpeted bean-bagged and bead-curtained lounge and its desert-themed lobby bar.

Both hotels have 24-hour restaurants, serving up American comfort food for neo-yuppies. Nostalgia is not what it used to be, but the in-room minibars still offer Mr. Bubble and animal crackers, along with customized CDs and condoms.

And even if it seems that the only people "working" here are models, both hotels are fully equipped with lavish desks and Internet facilities. The Hollywood hotel has a business center with fax and pricey Internet access (69 cents a minute). Rooms have high-speed

data ports. The Downtown Standard comes with TV screen Internet access, though the wireless keyboard tends to get lost under one's pillows.



Hollywood lounge

Choosing between the hotels is largely a question of location, location, location. Where would you rather be? Closer to MOCA or to Sunset? Would you prefer an in-house gym (Downtown) to a spa (Hollywood)? Do you like Warhol poppy prints and orange bathrooms (Hollywood) or silver swirls and red doors? (Downtown). Both hotels carry tabs for all types, from \$95-\$99 "Budget" rooms to "Humongous" rooms from \$225-\$275 and suites for around \$450. Either way, "Yeah, baby ... groovy." *Yvonne Shafir*

**BUSINESS TRAVELER RATING**

⊕⊕⊕⊕ (out of five)

**Hollywood Standard, 8300 Sunset Blvd., Hollywood, CA 90069, tel. 323 650 9090, fax 323 650 2820**

**BUSINESS TRAVELER RATING**

⊕⊕⊕⊕ (out of five)

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