



Marc Smith, up and coming LA designer setting new design standards in Santa Monica

Marc is the lead designer who agreed to take on the \$30 million renovation of Hotel Shangri-LA nestled on the cliffs in the middle of Santa Monica.

Marc takes on the role of hotel and restaurant designer and head of Food & Beverage. In his new position, Marc continues with his talent for acknowledging the past while bringing a contemporary twist. His vision for the landmark hotel celebrates the original Streamline Modern design, the location, and the ocean views. "The building is historical gem. Everyone in the city recognizes it, and I want to do right by the architecture and location," says Marc. The hotel will also have an open air, inside/outside feel and epitomizes California Living.

Hotel Shangri-LA is an architectural gem and historic landmark on the Pacific Ocean in Santa Monica, California. It is a beacon of Art Deco beauty, Hollywood allure, and Los Angeles history, with expansive ocean views from nearly every room. Built in 1939, Hotel Shangri-LA is a quintessential example of Streamline Modern architecture. For decades, it has been a popular hideaway for guests ranging from presidents and luminaries to movie stars, artists, tastemakers, insiders, urbanites, and world travelers. Marc's last project was The Edison located in the heart of the historic Higgins Building. The Edison is a world-class bar that retains many of its architectural and mechanical artifacts from its history as Downtown L.A.'s first private power plant. A blend of the past, present, and future, the Edison is one of the nation's most unique lounge spaces.

A native of Hollywood, Marc started his career by focusing on the neighborhood bar – a place where he took great care to bring the community together in an intimate, cutting edge environment. Always the consummate host, he has created a string of successful venues, starting with the reinvention of the Burgundy Room in 1989, Three Clubs in 1991, North in 1996, and Vynyl, a massive live venue with a relaxed, retro environment that is the hallmark of Marc's projects.

As Hollywood was slowly restored to its glory as the premiere destination for Los Angeles' eclectic nightlife, Marc shifted his focus to Downtown LA which was on the cusp of a similar renaissance. In 2004, he set his sights on one of the oldest bars in LA, the infamous Golden Gopher. He revitalized the project with a redesign that changed it from a Downtown dive to a Downtown destination.

Marc was sought after by the entrepreneur, historian and hotelier businesswomen Tehmina Adaya. Tehmina brings her background in history and commercial and industrial real estate to her newest role as hotelier of Hotel Shangri-LA – the 1939 landmark hotel located on the famed Ocean Avenue in Santa Monica.

The business and creative mind behind the new iconic destination, also owns a successful independent record label so it's no jump that Tehmina found Marc and asked him to sign on, bringing his successful club reinvention history with him.

Marc's vision for the landmark hotel celebrates the original Streamline Modern design, the location, and the ocean views. "The building is historical jewel. Everyone in the city recognizes it, and I want to do right by the architecture and location," says Marc. Hotel Shangri-LA will also have an open air, inside/outside feel that exemplifies California Living. Marc wants the hotel to be a place where people can be comfortable and they will want to stay for awhile. He is including extended stay rooms with full size kitchens as well as hypoallergenic rooms. For the restaurant, Marc has created a Westside home for social dining. "The food will be fresh, ample, and simple," says Marc, and he will rely heavily on the nearby Santa Monica Farmer's Market for his high-grade

ingredients. The decor will maintain an art deco feel.

The revamped hotel will also include an impressive pool and courtyard, a redesigned lobby, and a rooftop bar, called Suite 700. "I always wanted to do a hotel," says Marc, "and the Hotel Shangri-LA is full of Hollywood history, mystique, and celebrity tales. I just want to exceed people's expectations."

Cara Morrissey
Ballantines PR
cara@ballantinespr.com
Tel: 310-454-3080
Cell: 310 228 8798
<http://www.ballantinespr.com>

