

YABU PUSHELBERG UNVEILS DESIGN FOR MOXY DOWNTOWN LOS ANGELES & AC HOTEL DOWNTOWN LOS ANGELES

Debuting on April 12 under one roof, the 37-story building showcases two distinct design identities while creating a cohesive property that spotlights the adventurous spirit of California and the artistic soul of Downtown LA



Photography by Alice Gao

Los Angeles, CA — Acclaimed global design studio Yabu Pushelberg unveils the interiors of the newly opened dual-hotel property, Moxy Downtown Los Angeles and AC Hotel Downtown Los Angeles. Offering two distinct hotel experiences under one roof, the property boasts 727 guestrooms with a total built-up area of 600,000 square feet. Yabu Pushelberg guided the design language of the first Moxy property in Los Angeles while elevating the AC brand in California. Leveraging Los Angeles' position as a flourishing cultural hub, the studio conceived two unique yet cohesive design identities representing a standout addition to the local, ever-growing hospitality offering.

George Yabu & Glenn Pushelberg comment, *“We wanted to introduce the Moxy state of mind to California and develop the language of the AC brand. It was a unique opportunity to create two parallel ways of seeing Los Angeles in style and spirit. California continues to attract people from around the world to experience its energy. It is a special place that has taught us how to dream, unwind, and nurture ourselves. There is a sense of freedom here that makes life sweeter, and we wanted to capture this spirit and infuse these moments throughout the design language of both hotels.”*

Moxy Downtown Los Angeles | Design Intention & Inspiration

Building upon the success of Moxy Times Square and Moxy Chelsea, Lightstone – developer of six Moxy hotels in New York City and South Beach – tapped Yabu Pushelberg to design the first Moxy hotel in Los Angeles. Combining Moxy’s distinct and playful brand ethos with the adventurous spirit of California, Yabu Pushelberg designed Moxy Downtown Los Angeles through the eyes of a desert nomad. Drawing from *Easy Rider*, the 1969 cult film that elevated the counterculture and celebrated the great

American road trip, the hotel's interiors are sexy, irreverent, and playful, with references to biker culture, desert reptiles, and the gritty romance of the open road. This point of view crafts a world that champions bold choices and is inspired by the freedom of personal expression.

Lobby Lounge

The lobby is an expansive space with an open ceiling and an eye-catching jumble of design elements, including a retro-style motorcycle and sidecar. Inspired by the colors of desert rock formations, the neutral rammed earth lobby walls contrast in both form and mood with reflective mirrored columns, mimicking the captivating experience of a desert mirage. The snake motif on the lobby custom-made carpet designed by Yabu Pushelberg leads to the adjacent Bar Moxy. Sofa groupings anchor the expansive lobby, featuring custom leather upholstery work inspired by motorcycle seating to evoke a cross-country trip through the California desert. Fun swing chairs and communal tables provide settings for guests to gather. The side tables are finished to resemble desert sands, while the lobby's signature coffee table references desert driftwood.

Unique to Moxy Downtown Los Angeles, Yabu Pushelberg designed a comfortable motorcycle pouf to complement the ambiance of the local biker and motorcycle scene which guests can easily pick up to create seating arrangements tailored to their group size, large or small. Giving further dimension to the lobby, guest check-in is tucked away in an iridescent-tiled and surprisingly expansive alcove, intended to capture the moment when sunlight hits an oil spill on the desert road.

Bar Moxy

Inspired by a roadside gas station, the Bar Moxy serves as a landmark along the guest journey. The bold, geometric bar constructed in vertical metal mesh functions as liquor cabinet, featuring a terraced counter and bespoke pattern symbolizing the speckles of stones in rolling sand. Bar stools are arranged in a gradient tone of plum to currant, while cocoon-like armchairs, and additional seating were designed to accommodate groups or individuals visiting for any occasion. An earth-toned color palette rich with warm neutrals contrasts with brass and black metal to provide definition and grit.

The Studios

Perched on the mezzanine, the studios offer inspiring views of the lobby below to help generate ideas and enhance creativity. The Lobby Lounge color story carries into The Studios, where transparent technicolor glass walls separate workspaces and rich earth tones run throughout the furniture to ground the space. Yabu Pushelberg designed custom modular furniture to allow the space to transform from private meeting environment to a relaxing secondary lounge by night. The mezzanine can transform into a dance floor with a custom mobile DJ booth. Neon artwork hints at the ability of the Studios to transform into a nightlife venue, infusing the workday with an energetic sense of playfulness.

Guestrooms

Upon entry, guests are welcomed by a custom copper-colored mosaic wall, inspired by the glow of a desert sunset. Yabu Pushelberg leaned into this warm, crimson-and-cedar palette and worked with materials such as copper that gently reflect and refract light. The luminous effect creates a welcoming

embrace of a soft, warm bed after a long day of travel. The guestroom headboards are made from distressed green leather, telling the stylish story of a well-worn leather motorcycle jacket. Custom handlebar sculptures hanging on the wall provide a modern interpretation of taxidermy.

AC Hotel Downtown Los Angeles | Design Intention & Inspiration

Combining the excellent hospitality AC Hotels is renowned for with the artistic soul of Los Angeles, Yabu Pushelberg imagined the new AC Hotel Downtown Los Angeles as an artist's home. The studio brought the Spanish roots of the AC brand into conversation with the Hispanic heritage of South California, envisioning the interiors as a creative space for the traveling artist. Guests can find artworks throughout the hotel with the goal of translating their journey to their suite as a tour of an artist's studio.

Satellite Lobby & Sky Lobby Check-In

Designed as the foyer of an artist's home, the Satellite Lobby provides guests a glimpse to the artist's point of view. Nods to Spanish architecture can be seen in the textured plaster walls, evoking the spirit of sun-drenched stucco. Occupying the building's 34th floor and boasting a 360-degree view of Los Angeles, the Sky Lobby Check-In introduces guests to the fluency of bespoke, handcrafted artistry found throughout the property. Yabu Pushelberg worked closely with artisan Dennis Lin to produce sculptural wooden totems custom to the AC Hotel Los Angeles.

As with the rest of the property, nods to the Spanish hacienda aesthetic could be seen throughout the Sky Lobbies' architectural use of framing and materiality, and the fluid, open connection between distinct settings. Five grand hand-carved wooden sculptures stand in place along the perimeter of the space, providing a first glance of the artist's love to work with wood and natural mediums.

Library Lounge

A dramatic, black hot roast steel fireplace defines the Library Lounge, enticing guests to find respite by the fire. The sculptural fireplace serves as the heart of the room, surrounded by intimate corner seating to promote socialization and gathering. A locale for comfort and sophistication, the Lounge views of the Los Angeles landscape are framed by rows of hand-carved sculptures, curated by Yabu Pushelberg and showcased from floor to ceiling. Celebrating rich earth tones and textural finishes, The Library Lounge's furniture palette seamlessly communicates with the surrounding shades of wood, which envelop the entire space. To further define the spatiality of the Library Lounge, Yabu Pushelberg coupled round, spherical lounge chairs and L-shaped sofas with contemporary arched floor lamps to line the perimeter of the space.

Sky Lobby Bar & Terrace

Stationed adjacent to the Library Lounge, The Sky Lobby Bar invites the Los Angeles skyline into the space through a windowed wall, reflected in the mirror-cladded columns and the large metal pendant over the bar. A vestibule for entertainment, the Sky Lobby Bar encompasses the design trademarks of AC Los Angeles through its palette of colors, textures, and materiality. The Sky Lobby Terrace was designed to spark togetherness. Comprising a lounge, outdoor bar, and dining area, the terrace plays host to a range of experiences, accommodating a wide range of occasions, from informal meet-ups to

special celebrations. Art installations and lush flora permeate the space, immersing guests in the qualities of a flourishing garden retreat.

Guestrooms

The hotel's guestrooms are ethereal, calming, and simple, conceived to be as inviting and familiar as the spare room in the home of a creative friend. Oak lines the space from floor to ceiling, presenting an upscale residential feeling, and exhibited artworks represent the artist's most oeuvre. Contemporary and residentially-inspired furniture in clean, high-contrast materials evoke feelings of modern ease and relaxation. Yabu Pushelberg designed custom carpets for the guest rooms that reflect the geometric pattern and color story found throughout the hotel, while possum birch wood flooring incorporates a cooler tonality appropriate for rest and rejuvenation.

As Los Angeles continues to offer unique storytelling and new perspectives on culture and entertainment, Yabu Pushelberg joins the conversation with its distinct narrative-based creative approach, positioning the new Moxy Downtown Los Angeles & AC Hotel Downtown Los Angeles at the forefront of the flourishing hospitality landscape.

Moxy Downtown Los Angeles & AC Hotel Downtown Los Angeles

1260 South Figueroa St, Los Angeles, CA 90015

About Yabu Pushelberg

Yabu Pushelberg designs places and products: immersive environments, compelling destinations, and considered goods. George Yabu and Glenn Pushelberg founded the studio in 1980 with an emphasis on interior design and have since evolved into creative directors addressing multiple layers of human experience. With offices in New York and Toronto and a team of more than a hundred creatives and professionals, the studio specializes in sensibilities spanning strategy, interior, product, lighting, textiles, and styling with a focus that goes well beyond what things look like, to how they make people feel.

For more information, visit yabupushelberg.com and [@yabupushelberg](https://www.instagram.com/yabupushelberg).

#yabupushelberg

About Moxy Hotels

Moxy offers a playful hotel experience for the young at heart. With more than 70 properties open across North America, Europe, and Asia Pacific, Moxy breaks the rules of a conventional hotel stay across the globe. The nontraditional experience starts with check-in at Bar Moxy and can be felt throughout the social public spaces, like the Lounge and Library, and the small but smart bedrooms. Moxy provides stylish, industrial design and sociable service at an attractive price point, so that guests can splurge on the experiences that matter most to them during their travels. Moxy strives to cultivate fun and spontaneity in all aspects of one's stay, forever giving its guests permission to Play On #atthemoxy.

Moxy is proud to participate in Marriott Bonvoy, the global travel program from Marriott International. The program offers members an extraordinary portfolio of global brands, exclusive experiences on Marriott Bonvoy Moments, and unparalleled benefits including free nights and Elite status recognition. To enroll for free or for more information about the program, visit MarriottBonvoy.com.

For more information, visit moxyhotels.com and join the fun #atthemoxy on [@moxyhotels](https://twitter.com/moxyhotels).

#moxyhotels

About AC Hotels

AC Hotels includes over 220 hotels in 31 countries and territories. At AC Hotels, every moment has been designed, refined, crafted, and considered to create a seamless guest experience. Each AC Hotel features purposefully designed signature spaces that strike the perfect balance of form and function. Most notably, the AC Lounge® invites guests and locals alike to collaborate during the day, or to enjoy signature cocktails and tapas in the evening. The AC Kitchen offers a European-inspired breakfast each morning. All AC guest rooms and public spaces evoke a particular sophistication, featuring sleek furnishings, curated artwork, and intuitive technology. The brand is dedicated to the details that matter most to guests during their travels with a mission to deliver The Perfectly Precise Hotel™ experience. AC Hotels is proud to participate in Marriott Bonvoy®, the global travel program from Marriott International. The program offers members an extraordinary portfolio of global brands, exclusive experiences on Marriott Bonvoy Moments, and unparalleled benefits including free nights and Elite status recognition.

For more information, visit ac-hotels.com and marriottbonvoy.com.

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