MODERN MOROCCAN

LA SERENA VILLAS, A NEWLY
OPENED BOUTIQUE HOTEL IN
PALM SPRINGS, BOASTS VIBRANT,
COLORFUL INTERIORS THAT MAKE
US WANT TO PLAY WITH PATTERNS
N OUR OWN HOMES.

Just a hop and a skip from Palm Canyon Drive, La Serena Villas is an intimate escape for the bohemian-inclined. Originally built in 1933, owners Lars and Kelly Viklund recently transformed the property into an 18-room getaway with eclectically-appointed rooms that are at once hippie and chic. "We took inspiration from Moroccan and Spanish interiors and layered it with modern photography and colorful patterns to create a fresh look," says the Avenue Interior Design team, which curated the décor.

Architect May Sung says she wanted guests to take away "a sense of being in an intimate Spanish village [where] you find surprise and enlightenment at every corner." The array of prints and patterns is surprising, yes, but it also works. Stained Douglas fir beams on high ceilings create a sense of place, while patterned pillows pop against neutral sofas and chairs. Custom ROMO curtains soften the rooms, and tile from Ann Sacks and Porcelanosa adds a unique touch to fireplaces, backsplashes and showers. Plus, Butler Specialty Co. dressers pair well with baskets from All Across Africa, Baskets of Africa and Indego Africa.

"Don't be afraid of layering different patterns, textures and colors," says the Avenue Interior Design team. To create a cohesive look, they suggest mixing in solid pieces and using neutral backdrops for balance. When selecting prints, they use "different pattern families" like florals with stripes or small geometrics with oversized graphics. The effect is modern luxury with – as Sung suggested – surprises around each corner. A kaleidoscope of color that makes it hard to leave.

—Kristin Scharkev













