



HOTEL BUSINESS DESIGN
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Rachel Reider considers herself among the luckiest people in the world. Not only is she throttling at full speed in Boston with her own company, Rachel Reider Interiors, Inc. (RRI), she's also seen her distinct philosophy as a designer executed across several projects, including being the visionary behind the entire portfolio of New England-based Lark Hotels.

And it all started with some fabric.

"During a trip to Thailand, I was mesmerized by the richly colored and textured silks I saw everywhere. Unable to get them out of my head, even after my return to the States, I made what would become a life-altering career change from advertising to interior design," said Reider.

Armed with confidence, Reider enrolled in design school and gained work experience at two interior design firms in Beantown before deciding she could make it with her own name on the C-suite door. "It was definitely a leap of faith, and it took time to build the business and our portfolio but, in the end, it was so worthwhile," said Reider, adding, "I feel so lucky that I am able to apply my interests and passions to my work. I truly love what I do."

Now heading into her seventh year helming RRI, the executive counts hospitality as 40% of her business, with residential making up the rest.

Reider considers the design process at the firm very collaborative. "We each own separate parts of the project but come together to review and give feedback on all aspects. I find each team member approaches and views elements from a different perspective, and their diverse opinions are crucial to the overall success of the design," she said. "As we are small in size, we include our many trusted vendors as an integral part of the team and work closely together throughout every stage of the project."

Also small in size—yet growing—is the designer's



Rachel Reider

Rachel Reider Interiors, Inc.

key lodging client, Lark Hotels. Now at four historic properties, Reider has had a hand in all of the hotels, bringing nuances and boldness at the same time to each of the projects.

"We have loved working on the Lark properties as we really feel the hotel brand and our firm's design philosophy are in sync. It has been great to be involved in Lark's design from the beginning, as we have played an integral role in creating and building a strong and unique brand," said Reider. The eclectic properties, each housed in

centuries-old buildings, include: The Veranda House (1684) in Nantucket, MA; Captain Fairfield Inn (1813) in Kennebunkport, ME; The Attwater (1910) in Newport, RI; and Chapman House (1717). The latter two hotels are slated to debut this June. The Chapman House will be adjacent The Veranda House.

"By working with the same owners on multiple projects, a strong level of trust has been built and they are more willing to let us push the design envelope," said Reider.

Since Veranda and Chapman will be sister properties, Reider felt it was important to carry through the retro-chic branding that has been "so successful" at The Veranda House to "really set the property apart from other more traditional Nantucket options," she said. "We wanted each property to have its own unique identity so The Chapman House, while retro-chic at its core, takes on a hipper edge with a strong focus on design. Rather than the sophisticated and more demure shade of eggplant used as an accent color at The Veranda House, for The Chapman House, we chose a bold turquoise to accent the overall red, white and black color scheme, creating a bolder atmosphere."

Reider is inspired by her travels and sees new places, environments and cultures as a "great means to stay connected" to exciting products and sources. "I believe it is an important part of my job to provide clients with interesting products that have not yet hit the mainstream so their design is unique," she said.

In observing what's around her, the designer often likes to see things out of context. "I'm a very tactile person and texture plays a large role in our designs so what really catches my attention is the use of materials, especially those that are used in unexpected ways." Sort of like those silks in Thailand.

—Stefani C. O'Connor



The lobby (left) of The Veranda House is retro-chic. The Attwater (below), in Newport, RI, is housed in a 1910 building.

