

# BLUEDOOR

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COASTAL ORANGE COUNTY  
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## HOMES FOR THE HOLIDAYS

OC's most prized properties, including a timeless Three Arch Bay beauty

## CREATIVE CLASS

Fabulous photo shows, haute hotel design, and inspired architecture

## PLUS+

All the best parties!



# HAUTE HOTELS

OC hotelier Michael Fuerstman creates  
a second generation of hospitality cool.







Above: The pool at the Pendry San Diego.

### By Alexandria Abramian

**Starting from the bottom and working your way up can involve a variety of routes. For Michael Fuerstman, that entry point began at the Bellagio, Las Vegas, where the then 15-year-old worked as a pool boy for three consecutive summers. “I saw a lot and learned a lot,” says Fuerstman. If you recognize the last name, it’s because he’s the son of Alan Fuerstman, founder and CEO of Montage Hotels & Resorts, which debuted with Montage Laguna Beach in 2003.**

And while Alan has since created one of the world’s leading luxury hotel collections with Montage, Michael has carved his own career path within the world of hospitality, working every position from night audit to the front desk in different U.S. hotels. “I knew hotel operations weren’t for me. And then after college, I went to a couple of design meetings for the Montage Beverly Hills. That’s when I discovered this whole other avenue of hotel development. It’s entrepreneurial, it’s about design, and it’s about how all of that can create and optimize profitability. I fell for it.”

Almost 15 years later, the love affair continues. Today, Michael is the co-founder and creative director for Pendry Hotels & Resorts, sister brand to the Montage, created to appeal to what he calls “a new wave of luxury customer. We’re taking the great service culture and quality, and focusing it toward to next wave of luxury customer,” says Fuerstman, who lives in San Juan Capistrano with his family. “Stylistically, Pendry is a different experience in terms of art, architecture, design, culinary experiences. Being a forward-looking luxury brand that takes a point of view along with the credibility of the Montage is an interesting positioning.”





And while Fuerstman's focus is razor sharp, the look and feel of each Pendry that has opened starting in 2017 is anything but one note: There are sleek, glass box Pendrys, reimagined brick and steel historic Pendrys, even one that will be located in the former mansion of the King of Morocco, a historic Tudor set amid rolling acres of the New Jersey countryside.

"We recreate the wheel every single time. Every property is one of one, starting with the land," says Michael. "What's the highest and best use; what's the right architectural style; the right programming for the hotel. These can change from property to property. It's more meaningful that way, that we have all of these varied experiences."

It's an approach that's gaining near-instant traction. Last year, Condé Nast awarded Sagamore Pendry Baltimore—a reimagined historic waterfront structure that opened in 2017—the title of best hotel in the United States. More Pendrys are poised to

open, at a dizzying space. The Pendry West Hollywood will open in early 2020, housed in the former House of Blues building on Sunset Boulevard. With 149 guest rooms and 40 branded residences designed by powerhouse firms Martin Brudnizki Design Studio and Ehrlich Yanai Rhee Chaney Architects, the high-rise hotel will include a rooftop pool and bar, screening room, and music venue.

Across the country, Pendry Manhattan West will be housed within Hudson Yards, the largest mixed-use development in the history of the United States. Designed by architecture firm Skidmore Owings & Merrill, the elegant high-rise will open in 2021. One of the most provocative Pendrys, however, may be in Park City, Utah, where unlike any others, it will be in the same hotel market as the famed Montage Deer Valley. And while the Pendry will offer a more contemporary, urban après ski experience (with amenities like Park City's only rooftop pool) compared to the

timeless alpine elegance of the Montage, Michael doesn't see a competitive conflict on the horizon.

"They're located at different mountains with slightly different experiences," he says. "Are you a Deer Valley person or a Canyons person? It's a different experience. That helps set people on one course or the other. We're already seeing Montage guests who are buying residences at the Pendry. It's not either or. Certain people are going to appreciate both."

**Pendry San Diego**  
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Above: An artist's rendering of Pendry Washington, D.C., set to debut in 2022.

Right: Michael Fuerstman, co-founder and creative director, Pendry Hotels & Resorts.



