

breaking through

Completed in the midst of the pandemic, the Joseph Hotel in Nashville by INC exemplifies the power of innovation and art

*text: ted loos
photography: eric laignel*



Left, from top: Eliana Gerotto and Patricia Urquiola designed the ottoman beneath the custom chandelier in the presidential suite bathroom. The hotel shop emphasizes local products. **Right:** A photograph by Seth Moses Miller hangs in the Rose salon.

Opposite top: Peg Woodworking dining chairs populate the rooftop pool's porcelain-tile deck. **Opposite bottom:** In the penthouse bedroom, a custom floor lamp illuminates a Johnny Abrahams acrylic on panel.



no literal ties to music," Rolston explains. "It's all about abstract material references." But he and his team did want to incorporate local flavor. One instance where they did is in the lobby. The 16-foot-long reception desk is fronted by a piece of heavily tooled brown leather hide reminiscent of cowboy boots. In the guest rooms, perforated copper bedside lamps nod to Tennessee's great copper whiskey stills.

INC's storytelling is all the more impactful for being subtle. As Stuart puts it, "Without overt tropes, the Joseph is spiritually and culturally Nashville." It's also miraculous: The hotel opened for business on August 25. 🍷

PROJECT TEAM

TYLER KLECK; MEGAN MCGING; LOUISA REVITTE; MICHAEL NARTEY; NATHAN MOHAMEDALI: INC ARCHITECTURE & DESIGN. VICTOR MALERBA, JR.; SETH SALCEDO: ARQUITECTONICA. ESG ARCHITECTURE & DESIGN: ARCHITECT OF RECORD. SCHULER SHOOK: LIGHTING CONSULTANT. SMBH: STRUCTURAL ENGINEER. I.C. THOMASSON ASSOCIATES: MEP. WOODBYRNE CABINETRY: MILLWORK. BRASFIELD & GORRIE: CONSTRUCTION MANAGER.

PRODUCT SOURCES

FROM FRONT INNOVATIVE CARPETS: CUSTOM CARPET (PREFUNCTION). COLDSRING: STONE CLADDING (BAR). GALAXY GLASS & STONE: GLASS, MIRROR. DEMAR LEATHER: BANQUETTE UPHOLSTERY. PROJECT LIGHT: CUSTOM SCNCE (PENTHOUSE LIVING ROOM). COMPOSITION HOSPITALITY: CUSTOM STOOLS. KALDEWEI: TUB (BATHROOM). SIGNATURE PLUMBING SPECIALTIES: SINK, SINK FITTINGS. ALGER-TRITON: CUSTOM CHANDELIER. PAOLA LENTI: OTTOMAN. PEG WOODWORKING: DINING CHAIRS (DECK). TEAK WAREHOUSE: DINING TABLES. KETTAL: LOUNGERS. TUUCI: CABANAS, UMBRELLAS. JAMIE YOUNG CO.: SIDE TABLES. EGO PARIS: SOFA. TRI-KES: HEADBOARD UPHOLSTERY (PENTHOUSE). THROUGHOUT J.E. WOOD & METAL; SAMUEL LAWRENCE HOSPITALITY; QUALITY & COMPANY: CUSTOM FURNITURE. BETTER DESIGNED LIGHTING: CUSTOM LIGHTING. STONE ALLY: MARBLE. OPUZEN; TIGER LEATHER: UPHOLSTERY. AUTHENTIC RECLAIMED FLOORING: WOOD FLOORING. SACCO CARPET: CUSTOM RUGS. PPG: PAINT.