

A Facelift for The Bulfinch

BY ANN MARIE MARANO

If you ever get lost in the Bulfinch hotel, be sure to follow your nose.

And if it knows (no pun intended) what's good for it, it will lead you straight to the nose rooms of the triangular-shaped building in Boston's historic North Station neighborhood.

Reminiscent of New York City's Flat Iron building, the Bulfinch hotel's eight junior suites, located at the "nose," or front edge of the building, offer guests a unique V-shaped accommodation filled with a simple, yet contemporary residential design.

After an almost two year renovation process, three stories were added to the top of the building to allow for more rooms.

Architect and designer Campion A. Platt, based in NYC, said the nose room layouts had to be reconfigured in order to give them "kind of an open loft feel and configuration."

Having to accommodate for smaller rooms, and a unique building frame that provided walls that got thicker as you move upward, Platt said almost everything was customized, with various desk sizes and cabinet systems for each room.

In the nose rooms, a desk and sitting area are immediate as you walk in, with the bedroom area around the corner, looking out through oversized windows. Platt said he played with the window configurations and ceiling height to give a greater sense of space.

The hotel has 80 rooms in all, with 67 custom and 13 standard.

"I think the greatest challenge in mid-market luxury boutique is to give it a sense of luxury at an affordable price."

Platt said he did this through simple yet striking design elements, in order to take this hotel located in a city steeped in history and give it a modern feel.

Very traditional and well-established colors—such as the walnut and mahogany wood schemes—were given a slight tweak to achieve this. The subdued and sedate coloring on the inside works well as a contrast with the intricate detail of the brick architecture on the outside.

Mill work and furnishings were done by North Carolina-based Mark David. Platt customized almost every other



Top: The Bulfinch at night; Inset: Campion Platt; Left: The Bulfinch post nose job

aspect from lighting to carpeting.

"I'm very contextual to the extent that I try to find some kind of palette—texture, color, feeling—that speaks to an area."

The design reflects a Boston area that has seen a great renaissance and rejuvenation, he said.

Artisan Ricardo Brizola added another unique touch with the lobby walls, done in Venetian plaster.