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Hotel Marcel To Become The First Passive House Design Hotel In The US



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Travel

I write with a journalist's mind and a poet's heart

There are a thousand reasons to travel to New Haven, Connecticut, and by October, 2021, through the efforts of the NYC-based interior design and branding firm, [Dutch East Design](#) and the talents of Architect and Developer Bruce Redman Becker of [Becker & Becker](#), there will be one more.

[Hilton's Tapestry Collection](#) is adding one more property to its portfolio - Hotel Marcel. At 500 Sargent Drive, the hotel will be 1.5 miles due south from Yale University and around 80 miles by car from New York City. The site for the hotel is less than one mile from Union Station with Amtrak Acela service to New York.



HOTEL MARCEL



Rendering from north, after rendering COURTESY OF BECKER + BECKER

What makes this hotel particularly unique is the geometric shape designed with symmetrical rigor. The cast concrete exterior window panels will have an angular interior window pane as well. For those who are familiar with the famous buildings in New Haven, Hotel Marcel sort of resembles the [Beinecke Rare Book Library](#), a landmark construction designed to protect the valuable books and other irreplaceable items contained inside.

Likewise, the mission of any hotel is to care for the well-being of the precious items inside. One expression of that care is in the area of sustainability. Hotel Marcel has been designed at a net-zero energy building, generating 100% of its own electricity, heat and hot water with a rooftop solar array and solar parking canopies. The building will be entirely electric, powered by renewable on-site energy, including the kitchen and laundry - a first in the US.



Photo by Bob Gregson

Pirelli Building - historical photo from east 1990s COURTESY OF BOB GREGSON

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This energy platform will also allow guests and travelers to charge their electric vehicles, both through the 12 [Tesla](#) outlets as well as level-two EV chargers for overnight guests. In the event of a solar grid outage, the hotel has battery backups to ensure continuity of sustainable hospitality. The rest of the energy envelope contains the high tech materials and technologies to offer services at a much reduced energy output, making Hotel Marcel the first Passive House certified hotel in the US.

Reviving the long-vacant Pirelli Tire Building, Hotel Marcel joins other iconic New Haven landmarks, such as [Frank Pepe's Pizzeria](#), [Louis' Lunch](#) (birthplace of the hamburger sandwich) and, of course, [Yale University](#). The

Marcel Breuer design features a two-story void separating industrial use at the base and an office block "floating" above.



Downtown New Haven skyline thick with spires and steeples. New Haven is the second-largest city in ...
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Dutch East Design drew inspiration from the Bauhaus school. While the exterior of the hotel is a study in brutalism, the interior, though still modern, embodies a softer, more inviting idiom. The travertine and wood reception desk with custom lighting suspended from the counter greet guests and introduce them to the artistic themes within. The floor to ceiling terra cotta tiles and sunken lobby lounge prescribe just the right dose of style and rustic atmosphere. Custom wood dowel screens create a space that allows hotel guests to meander through and discover the various seating arrangements to nestle in and find comfort. It's easy to see how the creatives at Dutch East Design poured their hearts into this project.

The Dutch East Design founders, Larah Moravek, Dieter Cartwright and William Oberlin stated, "The building's brutalist, Bauhaus aesthetic is rich with inspiration. The building's modular rigor established a rhythm which we have found to be both useful and beautiful. We researched Marcel Breuer's

training at the Bauhaus and many of the patterns used in the fabrics, carpets and art are inspired by that period.”



The Armstrong Reception area, the site of repurposing for the Hotel Marcel COURTESY OF BEN SCHNALL, ARCHIVES OF AMERICAN ART

One other impressive draw is the art within the guest rooms. The artwork itself is based on quilting and weaving, juxtaposing the sharp lines of the concrete exterior. In the king rooms, the quilts are actually suspended on wood frames, while the historic rooms and corridors each have their own unique artistic elements. In all, there are 165 rooms in six distinct styles. Each guest room offers a mix of textures, ones that bring in the symmetrical design of the hotel façade, and others that boast the curvature of elegance.

The plans for a hotel restaurant and grab n’ go space include displays of sustainable products and musings, a bar decorated with backlit bronze metal mesh in an island configuration. And a main dining space with hand-troweled stucco walls. No doubt artistic design will be served up along with the other palate pleasing items.

The board room, and a ninth floor events space will be highlights in the hotel mixing comfort, design and functionality, all within the portfolio of sustainability. Hotel Marcel will be a model for the future of hospitality in a world more and more affected by the footprint of climate change and the reliance of alternative sources of energy. In closing, the Dutch East Design team added, “We wanted to pay homage to the building and its iconic, historical nature, but at the same time, write a new chapter for the building and its role in the city.”

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