

DOMINICK DUNNE: HAS TOM CRUISE LOST HIS MARBLES?...

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31 Days in the Life of the Culture

August 2005

HOTEL
ROOSEVELT

Hollywood Hot Spot

The revamped Hollywood Roosevelt Hotel, photographed on June 11, 2005. For more, turn to page 72.

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ANDREW ROOSEVELT

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Roosevelt Rendezvous

ANOTHER HOLLYWOOD ICON GETS A FACE-LIFT

At 78 years old, the Hollywood Roosevelt Hotel boasts a history as rich and fabulous as the luminaries who have stayed and played within its storied walls. The Spanish-Moorish gem—initially backed by high-powered investors **Douglas Fairbanks Sr.**, **Mary Pickford**, and **Louis B. Mayer**—hosted the first Academy Awards, in 1929, housed a broke fledgling actor called **David Niven**, and entertained the likes of **Salvador Dali** and **Ernest Hemingway**. It is even said to be haunted by the ghost of former guest **Marilyn Monroe**. Famous dead people, however, do not a hot spot make. Enter the Thompson Hotel group, which assumed management of the property in 2004 and has since initiated a slew of renovations steered by the group's hotelier, **Jason Pomeranc**. "There is



this resurgence now in Hollywood, and I think that the hotel will be the pivotal turning point in that," says Pomeranc, who has been working with designer **Dodd Mitchell** on revamping all the cabana rooms and the penthouse where **Clark Gable** and **Carole Lombard** got cozy. Under the eagle eye of nightlife impresario **Amanda Demme**, the hotel has also opened the poolside paradise **Tropicana**, is revitalizing its lobby bar, and will soon welcome V.I.P.'s to the exclusive enclave **Teddy's**, christened in honor of both the president for whom the Roosevelt was named and Amanda's late husband, director **Ted Demme**. "I wanted the ultimate mix," she explains. "A place you know you can go to any night and find incredibly interesting people." And then there's **Dakota**, the hotel's new restaurant, which, with the celebrated chef **Tim Goodell**, rounds out its sassy new style. The ghost of glamour past has a new lease on life.

"You gain strength,
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—ELEANOR ROOSEVELT

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