

Westin McKinney McKinney, Texas



Lobby Sketch



Lobby Lounge Presentation Board



Bar Sketch



Bar Lounge Presentation Board

Located at the center of McKinney's Bridge Street Town Centre development, the anchor of the city's southern entrance, the Westin McKinney is the brand's flagship hotel for the Texas region. Therefore, it was particularly important for the brand to integrate a Texan twist into the Westin design standard.

ForrestPerkins incorporated elements of the region into the contemporary design, using natural leathers, mesquite block and barbed wire motifs to allow guests of the hotel to experience Texas in a Westin setting. Materials typically used in exterior areas were brought inside, creating a seamless blend of outdoor and indoor spaces. In the lobby, focal walls create the illusion of layered strata of natural materials; sheets of stone peel back to reveal layers of wood, which unwrap to expose a metal center. The conference center is decorated as an extension of the lobby, with native floral patterns, and the hotel's restaurant features a carpet design inspired by barbed wire. The colors and patterns of the fabrics support the regional flavor, and were designed to remain within the brand aesthetic while being fresh and interesting.