

The Commercial Project



N°16

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FORTH Atlanta Morris Adjmi Architects

Atlanta, United States
 Words: Vladimir Nappi / Tenon Media | Photography: Matthew Williams

Atlanta's Old Fourth Ward holds many distinctions: it is the birthplace of Martin Luther King Jr., a haven of counterculture since the 1960s, the site of FORTH Atlanta, a new hotel and social club by Method Co. and New City Properties, designed by Morris Adjmi Architects. Nestled in the green interlude between historic Fourth Ward Park and Ponce City Market, this innovative hospitality concept reimagines wellness, design and culture.

FORTH Atlanta is where mid-century design meets FORTH's vernacular, a design language that expertly weaves the building's historic, heritage-stamped surroundings. The interior design, a sleight of hand by Morris Adjmi Architects for Method Co., calls to mind European design and early American tradition by way of handmade timber furniture, scuffed brassware, plaster walls, vintage treasures and objects d'art. "Our ambition was to create a new iconic landmark within the city, a beacon of hospitality that draws people in to experience Atlanta in a fresh and exciting way," says Morris Adjmi, founder of Morris Adjmi Architects.



FORTH Atlanta is a mix of old and new, featuring handcrafted furniture and art that harkens to a classic, timeless aesthetic.



The hotel boasts 107 luxury guestrooms and 20 apartment-style suites spread across 16 stories, some offering sweeping skyline views. In addition to four in-house dining concepts, a rooftop outdoor pool and deck, a fitness studio, an outdoor lounge terrace and an array of spa and wellness options. The catering gals, however, is the real star - more specifically, the tower's bespoke concierge service, which offers an extensive menu. "These are all things we've done before, but they've never been done in a functional, structural package," says Morris. The program, however, subtle and unassuming, appears as though it could have been born in the same breath as its hotel neighbors.

There is a sense of warmth in each guestroom, which feature plank-style oak flooring, hand-selected antique light-colored brass wallpaper and floor-to-ceiling windows that provide the rooms with natural light. Morris Adiri Architects designed the detail to create a sense of warmth, serenity, and relaxation, customizing the bed frames, armchairs, and bedside tables. As for the apartment-style rooms, the aim was to make them feel like a luxury hotel room. Each room is adorned with the living spaces, with a mix of dark wood, brass, and white. The bedrooms feature a mix of dark wood, brass, and white. The bathrooms feature a mix of dark wood, brass, and white. The bedrooms feature a mix of dark wood, brass, and white. The bathrooms feature a mix of dark wood, brass, and white.

In a bid to create a more intimate experience, the public spaces are mapped into a series of smaller realms, each thoughtfully furnished to channel a postcard from the past. "When working windows have the last landscape, it's not used as a storage room," says Lee Shan of Morris Adiri Architects. "It's a room that is surrounded by the rest of the area with a hand-painted by artist Jack Spencer and a mountain sculpture from RIZOM and similarly to the courtyard space through an enclosed balcony - complete with a hand-painted look, a hand-painted look, and a hand-painted look." The result is a series of smaller realms, each thoughtfully furnished to channel a postcard from the past. "When working windows have the last landscape, it's not used as a storage room," says Lee Shan of Morris Adiri Architects. "It's a room that is surrounded by the rest of the area with a hand-painted by artist Jack Spencer and a mountain sculpture from RIZOM and similarly to the courtyard space through an enclosed balcony - complete with a hand-painted look, a hand-painted look, and a hand-painted look."

