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The Verb Hotel Really Hits the 'Rock n' Roll' Theme Out of The Park

Where: 1271 Boylston Street, Boston, MA, 02215

February 4, 2015 at 1:32 PM | by DesignMinder | [Comments \(0\)](#)



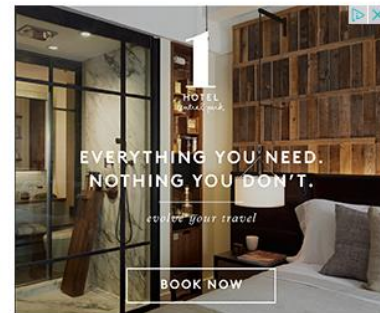
When it comes to rock 'n roll hotels, The Verb Hotel is "not the same old song and dance" as evidenced by this vintage pre-Elvis tour bus complete with bar, kitchen, sleeping area and bathroom. Groupies not included.

Rock 'n roll nostalgia in hotels is nothing new. Even if you weren't around for the original experience--or if you were and you don't remember--rock lives on in memorabilia throughout many hotels. Anyone heard of [Hard Rock Hotels](#)?

But hanging up a pair of pants a rocker wore for five minutes of a tour 40 years ago doesn't cut it in this highly competitive world of hotel design. Here's a rock hotel that we think hits it out of the ballpark--[The Verb Hotel](#), about a home run (or foul ball's distance) from Boston's Fenway Park.

The design of [The Verb Hotel](#) really has little to do with its stadium neighbor, but its connection to the rock 'n roll culture of the Fenway Park area dates to the '60s. The original Fenway Motor Hotel was next door to WBCN Radio Station and close to the Boston Phoenix newspaper and several nightclubs. The Verb's design collectively and creatively represents this central location in Boston's rock n' roll history.

Here's a walk around of the hotel and a few of its many, many cool details.



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The entrance to the Verb sets the tone for a journey into Boston's colorful rock history. The hotel has 24-hour valet parking, so you can just walk on over to the game or concert at Fenway.

The transformation from the 1959 Fenway Motor Hotel to the retro '60s Verb Hotel was done by [Elkus Manfredi Architects](#), who also did the interiors. The original mid-century vibe is still there, now with a modernized twist such as the Mondrian-style windows of each guest room, shown below.



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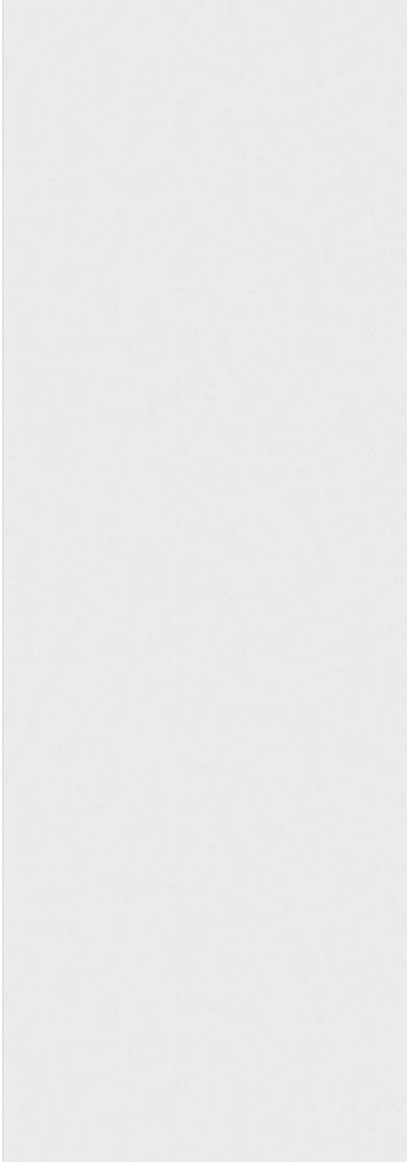
First Look at The Verb Hotel, Opening at Fenway Park This Summer

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These windows are reminiscent of iconic Dutch painter Piet Mondrian. They're not his primary colors and it's not real stained glass. Colored film was used instead to obtain the overall effect. Totally effective and totally cool.



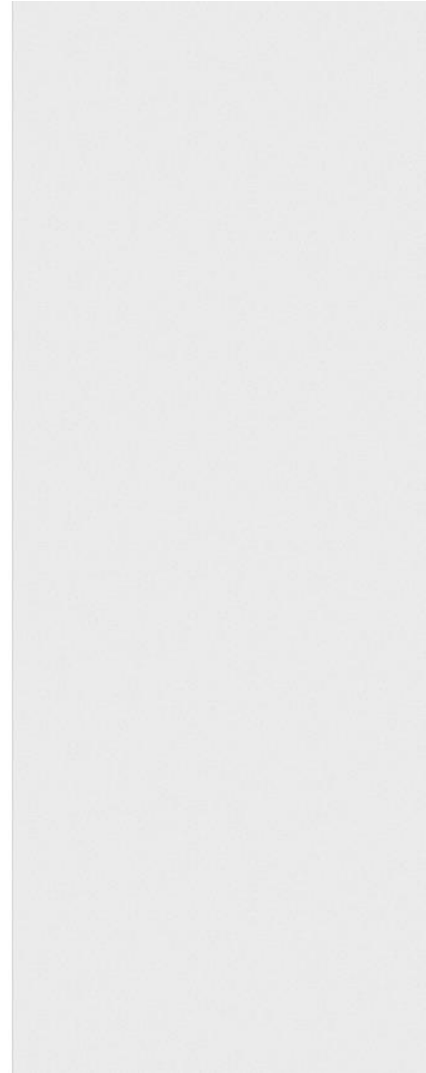
A lobby like this should impress even the fussiest of rock stars, real or imagined. The walls are plastered with vintage posters from local concerts and other art may require a "black light." (Just don't shine it on the rug. Eek!)

With fluffy sheepskin-draped chairs, guitar-pick tables, and a sofa big enough for your entire entourage, you can really get into the groove. Pick up the Fender and show us what you got.



Here's a closer look at the amazing collection of rock artifacts curated for the lobby and other areas by David Beiber Archives, and Stephen Mindich, Owner/Publisher of the Boston Phoenix. Well done guys.

One of the coolest features of the Verb is displayed in the graphics and branded material you see throughout the hotel, conceived by **GBH Design Limited**. One of our favorite examples is shown below.





Sorry, there will be no "love in an elevator" at the Verb because there isn't one. This is just one of many rock-inspired graphics used to salute Boston's own.

Memories of rock 'n roll's glory days in Boston extend to each of the 93 guest rooms. There are no suites, just doubles, queens, and kings, with views of the pool or the ballpark, so you can leave your night light at home. The rooms feature custom and mid-century reproduction furniture and lighting, artwork from the Boston Phoenix, and some relics you might recognize, like a push-button telephone and a typewriter.



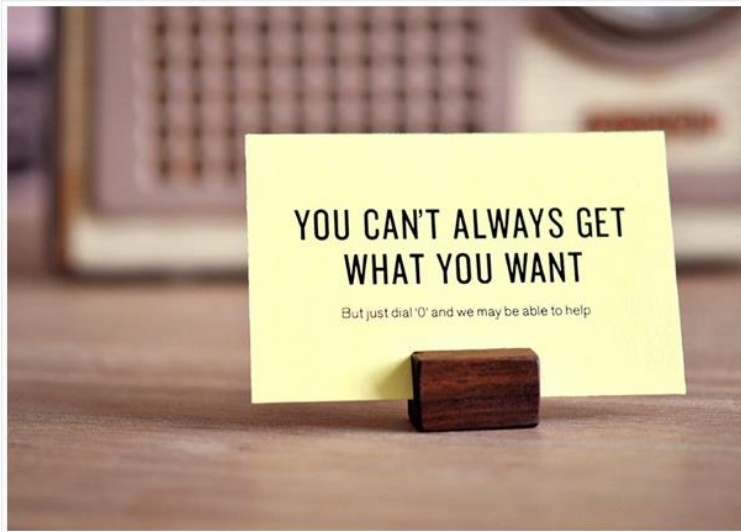


Room amenities include 47-inch flat screen TV, mini-fridge, safe, free WiFi, iron, robe, hair dryer, and Bigelow toiletries. There are stall showers only, so be creative.



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The hotel's signature restaurant, Hojoko, and in-room dining should debut this Spring. The heated pool is seasonal of course, but that shouldn't stop the partying in the courtyard. After all, it's only rock 'n roll, but we like it, like it, yes we do.



Rates from \$120 a night.

[Photos/renderings: The Verb Hotel]

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