



CHARLES GRUWELL
DESIGN STUDIO



Unique Local Qualifications

Mastery in the Art of Design Brings Vision to Life

With over 45 years of experience - spanning from the Monterey Peninsula, Los Angeles, Las Vegas, Indonesia and beyond - Charles Gruwell has achieved national recognition for his outstanding level of design integrity and innovation.

Specializing in one-of-a-kind boutique hotels and resorts, exclusive residential properties, restaurants, retail, and country clubs, Charles has dictated the design direction of many world-renowned establishments. He has developed the CHARLESTYLE™ method of hospitality transformation.

Charles and his design accomplishments are featured in industry respected publications such as Architectural Digest, Interior Design Magazine, Metropolitan Home and Hospitality Design. He has also garnered numerous National Design Awards for his talent and experience in Hospitality and Residential Design.



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Pacific Grove Native

Charles was born and raised in Pacific Grove and from a young age had an appreciation for its history and unique community. As someone with immense knowledge and passion for the area, Charles is uniquely qualified to curate designs that speak to the local aesthetic and history with enticing and alluring visuals.

Passion for the Monterey Peninsula

Charles has dedicated his life's work to pursue his passion for boutique hotel and restaurant design as well as luxury residential commissions. This experience in addition to his signature design style and process create a trifecta of talent and enthusiasm for any one-of-a-kind special design commission. It is the combination of his hometown roots and his prestigious international design experience that make him an ideal candidate for your next luxury project.

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Experience

Charles' professional design career has spanned over 45 years with a diverse and significant portfolio of historic and prominent hotels. Charles has also served within some of the top hospitality design firms such as Hirsch-Bender & Assoc., Bent Severin & Assoc., and Avery Brooks & Assoc. as an acting Design Director.

Expertise

Charles specializes in residential styling for boutique hotels that honor and celebrate their locale while ensuring each design is timeless and elegant. He has designed over 40 boutique hotels worldwide. He has traveled extensively all over the world: Italy, France, Hong Kong, Singapore, Bali as well as throughout the United States to stay in and view boutique hotels.

Local Projects Portfolio

Charles' portfolio is filled with exceptional hotels in Monterey County such as: The Spindrift Inn - Cannery Row, Hotel Pacific - Monterey, Tickle Pink Inn - Camel Highlands, Tradewinds - Carmel, The Lodge at Pebble Beach Rooms & Suites - Pebble Beach, Hyatt Monterey Historic Mark Thomas Wing - Monterey, Monterey Bay Inn - Cannery Row, The Stilwell Hotel - Carmel, The Charles Inn Pacific Grove - Pacific Grove, Nora's Carmel restaurant - Carmel, Cypress Inn - Carmel, Anton Michel - Carmel

Recognition

Charles has won two prestigious Gold Key Awards from the International Hotel/Motel Restaurant Association's 1986 competition for Best Lobby and Best Guest Room for The Spindrift Inn. Charles' work has been recognized throughout his 45 year career with over 15 National Awards for Boutique Hotel Design. His work has resulted in meaningful relationships with many of the industries top vendors, publications, and organizations at large. Charles has been published in several prestigious national magazines for Boutique Hotel Design including Architectural Digest where he has been featured for three projects: The Huntington Hotel San Francisco, The Sorrento Hotel Seattle, Tradewinds Carmel.

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Locality



Current Projects

Charles Gruwell is a highly desired interior designer of boutique hotels internationally but especially here on the central coast. Charles is currently the lead designer of the latest renovations to the world renowned Cypress Inn and The Charles Inn - Napa Valley.

Current & Recent Projects

Pebble Beach Residences
Spindrift Inn
Sardine Factory Restaurant
Casa Munras Hotel
Esteban Restaurant
Robles Del Rio Lodge
Cypress Inn
Nora's Carmel
Anton & Michel



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Charles Gruwell Signature

A Charles Gruwell Signature Design for your Peninsula property includes the following characteristics:

Historical references & local significance

Residential styling & a more personal approach

Sense of place on the Monterey Peninsula

Classical, coastal, nostalgic, timeless, as well as updated & relevant

Modern technology & signature amenities

Artistic point of view, local & regional art

CHARLESTYLE™ Method of Transformation

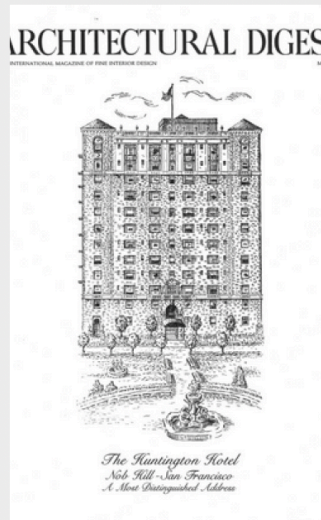
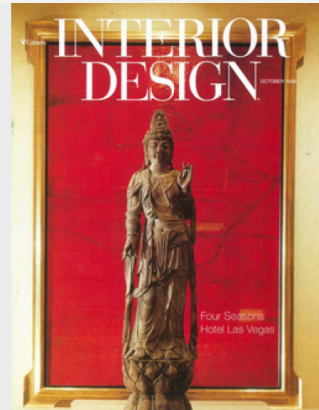
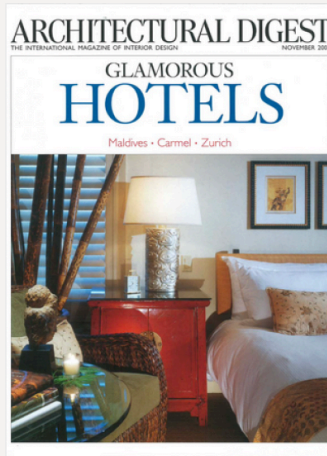


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Portfolio

Full portfolio gallery can be found at:
charlesgruwelldesign.com/portfolio



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Contact

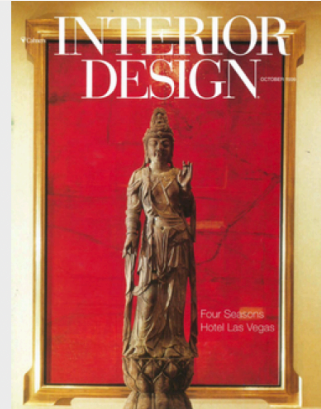
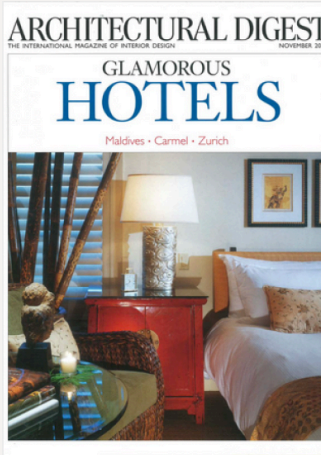
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