

Hotel Helix, Washington D.C.

Located in the trendy DuPont Circle neighborhood in Washington D.C., The Helix Hotel features four of the most unique doors in the city! Oversized images of Jimi Hendrix were transformed into VT laminate doors for meeting spaces called soundstages and casting rooms. Two unique images of Jimi Hendrix were utilized to create the doors.

VT Industries Territory Sales Manager, Norm Jost, was approached by Seattle Architect Firm, Dawson Design Associates to help make their vision a reality. Norm Jost then employed the assistance of VT Estimating Manager, April Ruble-Nichols and John Acton, VT Territory Sales Manager for the Washington D.C. area. Ruble-Nichols and Acton, in turn, worked with local door distributor, Beck's Door and Hardware Service Inc. for distribution of the doors.

"The process was very unique," explains Ruble-Nichols. The copyrights for the images to be used on the doors first had to be purchased from the Jimi Hendrix Foundation, which was done by the Architect. Then the images were then sent to Wilsonart to create the laminate and make the necessary adjustments for size and clarity. Once the architect gave final approval, the laminate was then shipped to VT. VT Industries then manufactured the final product as seen in the photo.

