



SPRING 2025

# LOCA

LODGING  
CONCEPTS







LOA  
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CONCEPTS



SENNA HOUSE HOTEL / SCOTTSDALE, AZ

# Leading the Way

LCM's evolved brand identity reflects our position at the forefront of hospitality manufacturing, where we craft iconic, large-scale projects into industry-defining successes. More than a visual refresh, this transformation celebrates the exceptional results we deliver and the meaningful partnerships we've built through consistent excellence.

As former hoteliers, we understand the critical role casegoods play in creating memorable guest experiences. That's why we combine precision manufacturing with personal service at every step, converting ambitious timelines into triumphs and design visions into reality. Our refreshed identity reaffirms our promise to continue leading the industry with custom luxury at scale, delivered with the same family touch and relentless dedication that has defined LCM since day one.



# Craft & Commitment

Behind every LCM project stands a team that brings together world-class manufacturing expertise with genuine enthusiasm for hospitality. We're specialists who take pride in flawless execution, project managers who keep you informed, and industry veterans who've walked in your shoes as hoteliers. This isn't just furniture; it's the foundation of memorable guest experiences and your property's success. When deadlines tighten and specifications get complex, our team shines, demonstrating why relationships with LCM last far beyond delivery day.



# Projects



01

RENAISSANCE DAYTONA  
BEACH HOTEL  
DAYTONA BEACH, FL

11-18



02

LIVELY HOTEL ON OAK  
OKLAHOMA CITY, OK

19-26

03

MERRIWEATHER  
LAKEHOUSE  
COLUMBIA, MD

27-34





04

THE INDUSTRIALIST HOTEL  
PITTSBURGH, PA

35-42



05

SAN JUAN MARRIOTT RESORT  
& STELLARIS CASINO  
PUERTO RICO

43-50



06

SENNA HOUSE HOTEL  
SCOTTSDALE, AZ

51-58

DAYTONA BEACH, FL

# Renaissance Daytona Beach Hotel

**DESIGNER**  
PRM Hotels

**PURCHASING AGENT**  
PRM Hotels

**SCOPE**  
Vanity, Casegoods







Where Coastal Splendor  
Embraces a Legacy of Speed



The Renaissance Daytona Beach Oceanfront Hotel's design narrative weaves Daytona's legendary racing culture with the location's coastal tranquility. In each of the 190 guestrooms, dramatic ocean views take center stage through floor-to-ceiling sliding doors that transform living spaces into private oceanfront retreats.

Racing-inspired elements appear as subtle design moments rather than obvious themes, allowing the breathtaking Atlantic backdrop to remain the star. From the custom headboards that echo flowing movement to the sophisticated color palette that mirrors the meeting of land and sea, every design choice celebrates the character that makes Daytona Beach a destination.







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OKLAHOMA CITY, OK

# Lively Hotel on OAK

**DESIGNER**

Sarah Pickard from Pickard Design Studio

**PURCHASING AGENT**

PMI

**SCOPE**

Guestroom Casegoods & Vanity







State Pride Elevated  
Into Elegant Design



The Lively Hotel on OAK brings a fresh artistic vision to Oklahoma City by mirroring the state's natural beauty. Inspired by Oklahoma's scissor-tailed flycatcher, the design team created an aesthetic dialogue between strength and grace, pairing architectural walnut slats and metal fixtures with soft curves and an unexpectedly vibrant color palette.







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COLUMBIA, MD

# Merriweather Lakehouse

**PURCHASING AGENT**  
Marriott International

**SCOPE**  
Nightstands, Credenzas, Vanities







A Textural Conversation  
Mirroring Land and Water

The Merriweather Lakehouse dissolves the boundaries between indoor luxury and outdoor serenity, elevating the traditional lake retreat into a sophisticated hospitality experience. Spaces frame Lake Kittamaquundi's natural beauty while incorporating materials that speak to the surrounding landscape and the property's distinctive copper-clad architecture.

Warm wood veneers and cool marble surfaces create a textural conversation that mirrors the meeting of land and water. These thoughtfully curated material pairings weave a cohesive aesthetic experience that feels contemporary and timeless.









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PITTSBURGH, PA

# The Industrialist Hotel

**DESIGNER**

Stonehill Taylor

**PURCHASING AGENT**

Benjamin West

**SCOPE**

Casegoods (HB, wardrobes, suite items, consoles, etc)





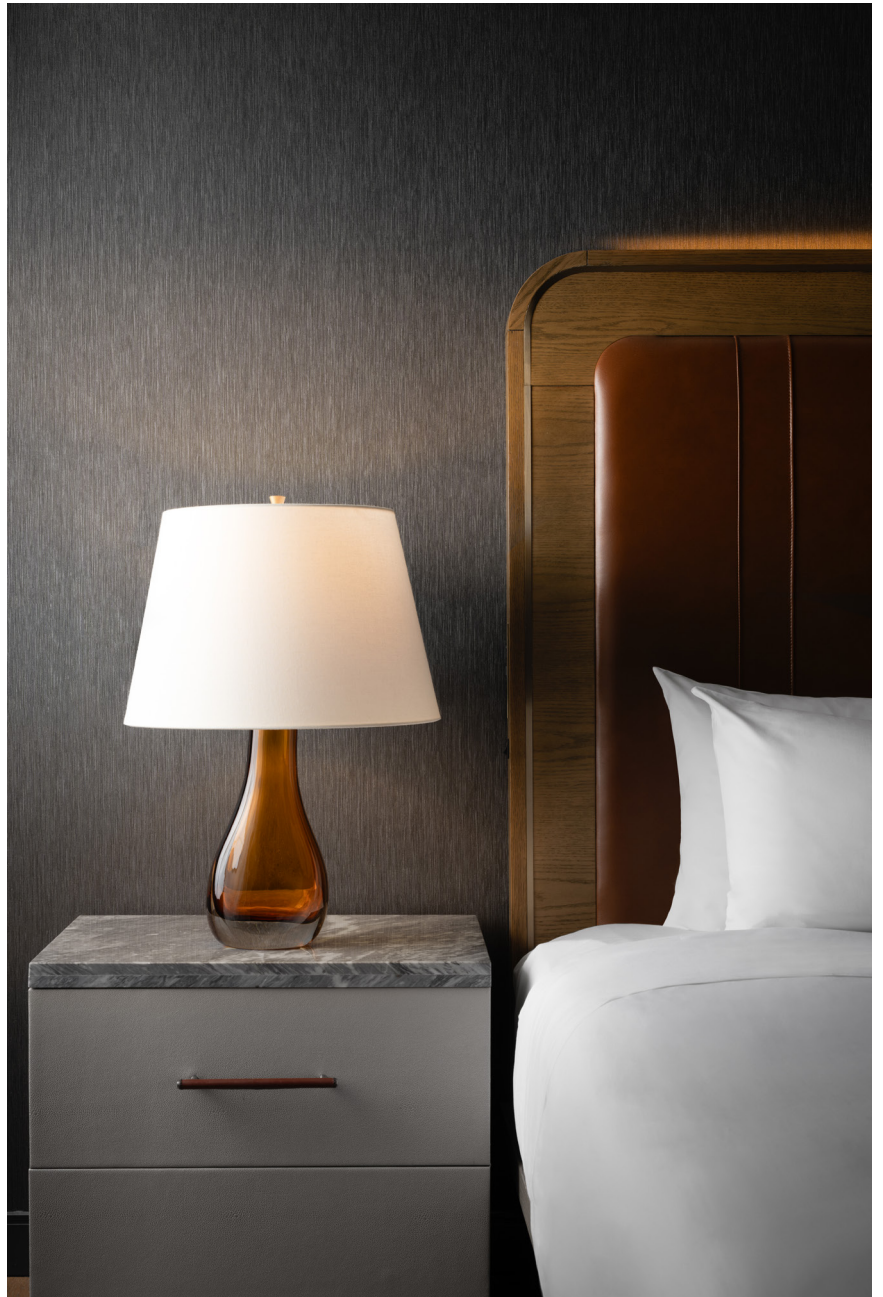


Capturing Industrial Heritage  
Through Crafted Detail

Housed in a century-old building, the Industrialist Hotel, Pittsburgh elegantly reinterprets the city's industrial past through materials and forms that honor steel production while creating unexpectedly warm, inviting spaces. The juxtaposition of rugged textures with refined finishes feels authentic to Pittsburgh's heritage and elevated for today's discerning traveler.

Design elements flow together throughout the property like the three rivers that define Pittsburgh's geography. Custom millwork featuring precise metal detailing evokes both the raw power of steel production and the sophisticated transformation of materials. Even functional elements like closet doors become design statements, telling the continuing story of a city that has always understood that utility and beauty are complementary strengths.









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PUERTO RICO

# San Juan Marriott Resort & Stellaris Casino

**DESIGNER**

V Architecture

**PURCHASING AGENT**

Beyer-Brown & Associates

**SCOPE**

Guest Room Caseloads







Where Culture, Coast, and  
Comfort Converge

The Marriott Stellaris Casino Resort celebrates Puerto Rico's natural beauty and vibrant culture. The design team's "paradise reimagined" concept comes to life through a palette of deep wood tones, rich earth-inspired textures, and sleek metal accents that create an elegant backdrop for the breathtaking Atlantic views. Condado Beach's azure waters and golden sands become an integral part of the guest experience while guests enjoy all the refined comforts of world-class hospitality.









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SCOTTSDALE, AZ

# Senna House Hotel

**DESIGNER**

Studio 11 Design

**PURCHASING AGENT**

Jaguar Hospitality Services

**SCOPE**

Vanity, Casegoods, Misc side tables/suite tables







Arizona's Palette of  
Landscapes and Luxury

Anchored in the state's iconic "five Cs," the Senna House Hotel artfully incorporates rich copper tones, supple leather textures, natural cotton elements, refreshing citrus accents, and climate-responsive features throughout the property. From the carefully framed views of the Camelback and McDowell Mountains to the residential-inspired comfort of each guest room, Senna House feels deeply rooted in place and effortlessly current.









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view more



07

**LOGISTICS & DELIVERY**

We coordinate professional shipping and installation teams to ensure your rooms are guest-ready and revenue-generating on schedule.

OUR  
PROCESS

06

**GOING ABOVE & BEYOND**

We anticipate every need by maintaining a complete spare parts inventory and backup materials, ensuring seamless installation without delays.

05

**PRODUCTION MANAGEMENT**

We oversee every manufacturing stage with rigorous quality control, providing weekly photos, videos, and project manager updates from our global facilities.

# OUR PROCESS

01

## ASSESSMENT & STRATEGY

We identify your project requirements by analyzing the guest experience, budget parameters, occupancy projections, and brand standards, then build your strategic roadmap.

02

## BUDGET OPTIMIZATION

We balance design integrity with cost efficiency, delivering detailed production estimates for the total project and per-key costs to maximize your investment.

03

## PRE-PRODUCTION REVIEW

We conduct milestone reviews throughout your project lifecycle, meticulously checking every shop drawing, finish sample, and material specification to ensure complete alignment at each phase.

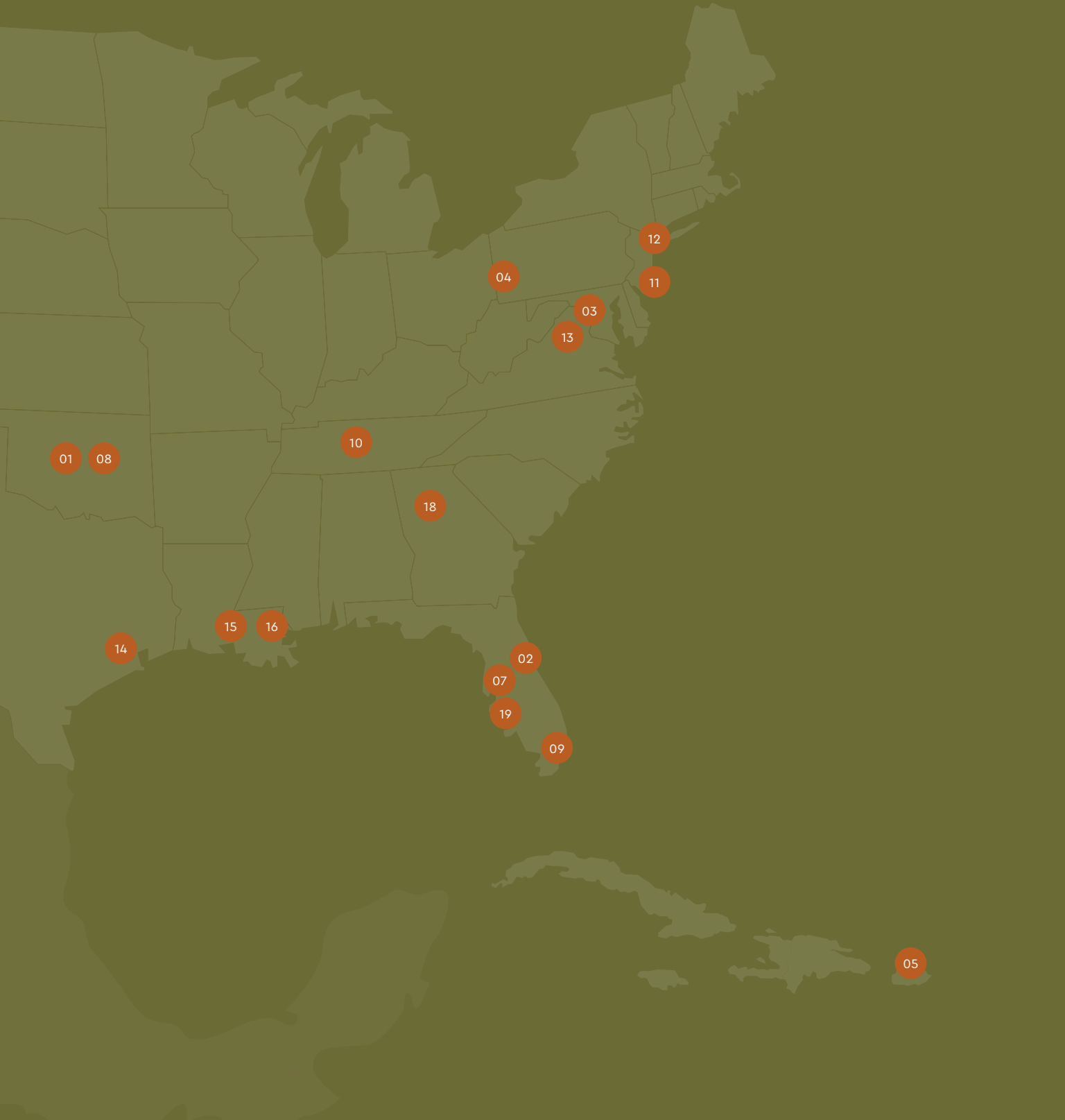
04

## WEEKLY PROJECT UPDATES

We keep your team informed with weekly status reports, tracking every milestone and line item to ensure your project stays on course.



# Signature Projects



SENNA HOUSE HOTEL / SCOTTSDALE, AZ



# Let's Connect



Our dedicated team is just a call or click away. Experience the precision, passion, and partnership that has made LCM the trusted choice for leading hospitality brands.

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