



The electro-funk group Chromeo is among the acts taking the stage at the W Hollywood

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This music festival offers room service

A stylish hotel chain hosts its own version of Coachella

BONNAROO, WHO? W HOTELS IS REINVENTING the music festival with its own self-contained concert series. The hotel brand's Wake Up Call festival launches at the W Hollywood (Sept. 1-3) before heading to the W Barcelona (Sept. 21-23) and the W Bali (Oct. 4-6). W Hotels global brand leader Anthony Ingham explains how the event is different from your usual fest. —DERRIK J. LANG

There won't be any portable toilets. "Instead of sleeping in a dodgy tent in a muddy field and having to line up for the bathroom," Ingham says, "you'll be staying in a W hotel with a fabulously comfortable bed and Whatever/Whenever concierge services at your disposal." Also, the spa will be open.

There won't be overpriced slices of bad pizza. The hotels' restaurants will be fully

operational, as will pop-up food and beverage stations. "We're going to have creative takes on what you might find at a festival," Ingham says. "We've challenged the executive chefs in each of the three hotels to reimagine traditional festival food, whether that's fried chicken wrapped in cotton candy or a luxe take on a hot dog."

There won't be any mosh pits. The multi-stage, multi-day extravaganzas will be limited to guests staying at the hotels, ensuring a vibe that's intimate and social. "When you think of a typical music festival, there's tens, if not hundreds of thousands, of people," Ingham notes. "We're looking at between 1,500 and 4,000 people depending on the venue. It gives us the opportunity to get much closer to the music."



Pop singer Julia Stone is performing at the W Bali



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CAPTAIN HOOK'S SLANG HAS BACKSTORIES

For Talk Like a Pirate Day (Sept. 19), *Pirate Nests* author Mark Hanna digs up a few key phrases pegged to island destinations

Buccaneers

The term originally referred to the French and English settlers who lived off wild pigs and cattle on the island of Tortuga. They created a dried meat called *viande boucannée*, and later became known as *boucaniers* when the Spanish forced them off their land, driving many to a life of piracy.

"Dead Man's Chest"

This song—with the lyrics "Yo-ho-ho, and a bottle of rum!"—was first chanted by the pirates in Robert Louis Stevenson's *Treasure Island*, who were singing the praises of their favorite drink, derived from sugar cane in the pirate hubs of Jamaica and Barbados.

Barbados'd

Someone who was "Barbados'd" was kidnapped in places like Ireland during the English Civil War and forced to labor in Barbados, where many escaped their plight by turning to piracy in the Caribbean.

Davy Jones' Locker

This ghastly term first appeared in Daniel Defoe's novel *The Four Years Voyages of Captain George Roberts*, which weaves a tale of shipwreck and survival amongst the Cape Verde islands.

SUITE ACTS

W Hollywood: Phantogram, Charli XCX, Chromeo, Betty Who

W Barcelona: Martin Solveig, Gorgon City, Thomas Jack, Pete Tong

W Bali: Angus & Julia Stone, Sam Feldt, Nightmares on Wax