



HOW TO TRAVEL LIKE A ROCK STAR

BY CARSON GRIFFITH

The mad dash for the best accommodations “starts 364 days before the Grammys,” says Seth Kaplan, co-founder of luxury-travel concierge In the Know Experiences. “People [in the industry] want to maintain a certain image — to be seen at a certain hotel.” So select the L.A. suite that meets your needs and plan to book (next time) a year in advance



The Four Seasons' presidential suite



The Roosevelt's Tropicana Bar



A bungalow at the Chateau Marmont

For the CEO

WHERE FOUR SEASONS LOS ANGELES
300 S. Doheny Drive, Los Angeles, CA 90048;
310-273-2222; fourseasons.com

WHAT “We put a lot of the executives and music managers there,” says Kaplan of the 285-room hotel. “It’s a little quieter for meetings.” To brush up against celebs, hit the Sunday brunch buffet and the Boulevard Lounge at night.

WHO Lava Records CEO Jason Flom, LL Cool J and Mark Wahlberg are all fans. The \$10,000-per-night presidential east suite with a view of the Hollywood sign is particularly popular with VIPs.

BOOKED? Try the Montage Beverly Hills’ new three- to five-bedroom apartments (montagehotels.com); or The Peninsula, where Epic’s Antonio “L.A.” Reid previously hosted an intimate Grammy-watching party in one of the 21 bungalows (beverlyhills.peninsula.com).

For the scenester

WHERE ROOSEVELT HOTEL
7000 Hollywood Blvd., Los Angeles, CA 90028;
323-856-1970; thompsonhotels.com

WHAT “It’s popular for the guest who wants to see and be seen,” says Kaplan of the 12-story hotel that opened in 1927 and boasts two recently renovated penthouses. “The rooms around the pool [area] become the hang-out party suites.”

WHO Miley Cyrus, Joe Jonas, Jennifer Hudson and Justin Timberlake all have been spotted in the lobby, poolside at the Tropicana Bar or in the hotel’s nightclub, Teddy’s.

BOOKED? Try the SLS Beverly Hills, where music elite including Lenny Kravitz clamor for the 1,900-square-foot presidential suite (slshotels.com); or the Sunset Tower Hotel, where such celebrities as Mick Jagger and John Mayer hang (sunsettowerhotel.com).

For the rocker

WHERE CHATEAU MARMONT
8221 Sunset Blvd., West Hollywood, CA 90046;
323-656-1010; chateaumarmont.com

WHAT “You basically have to know someone in [hotel owner] Andre Balazs’ office to get a room,” says Kaplan. Those who can swing it shoot for one of the two- or three-bedroom bungalows (starting at \$2,000 a night) that have private entrances.

WHO Legend holds that in the 1960s members of Led Zeppelin rode through the lobby on a motorcycle. Under Balazs, guests have included Courtney Love and Thom Yorke.

BOOKED? Try the Sunset Marquis, just off the Sunset Strip, where Neil Diamond used to perform by the pool to pay his bill. Bruce Springsteen, The Clash and Blondie are all past guests who have made themselves comfortable, too (sunsetmarquis.com).



Sip on a moytelek (a riff on a mojito with pear vodka) at the Petit Ermitage’s Butterfly Bar.

HOW TO AVOID EVERYONE (IN HIGH STYLE)

If the awards show and afterparties are face-time enough, check into the secluded and discreet Petit Ermitage, which

opened in 2009 (petitermitage.com). “It’s for the rock star who wants his privacy,” says Kaplan, who won’t reveal past guests of the all-suite, 80-room West Hollywood boutique hotel, which comes complete with a saltwater pool, hummingbird sanctuary and a rooftop members-only club

called the Butterfly Bar. “Most people don’t even know about it.” And if you want to get around town without being seen, have one of Royal Elite’s tight-lipped drivers (who are also trained as security guards) pick you up in an Escalade complete with privacy curtains. —C.G.



Jennifer Lopez is among the music stars who have dined at Gracias Madre.

WHERE GWEN AND JEN FUEL UP

Before slipping into your gown or tux, grab a bite to eat at one of these celeb-favorites restaurants — a Grammy nominee just might be seated at the next table over

CASUAL CHIC: GRACIAS MADRE

With Gracias Madre's communal tables, outdoor patio and fireplace, competition for seating at the trendy vegan Mexican restaurant can get fierce. **Common, Diana Ross, Jennifer Lopez and Stevie Wonder** have all popped in for a meal. So if you want to give the totopos con chile (\$9) or grilled tofu with coconut rice (\$16) a try during Grammy Week, make a reservation at least two weeks in advance. 8905 Melrose Ave., West Hollywood, CA 90069; graciasmadrewho.com

Can't snag a table? For a quick meal, time-strapped celebs and execs head to the L.A. Live entertainment complex to choose from a variety of on-the-go restaurants (like Ford's Filling Station). 800 W. Olympic Blvd., Los Angeles, CA 90015; lalive.com

THE HOTSPOT: SOHO HOUSE

Not a member? Cozy up to one if you want to step foot in the **Prince-** and **Ryan Seacrest-**approved destination that boasts a 14-story-high view. Once you're in, sip on a stiff martini and nosh on the cheeseburger (\$15) or black truffle pizza (\$32) by chef **Matthew Armistead**. There's no official dress code, but make sure you're appropriately dressed: heels for women, sports jackets and jeans

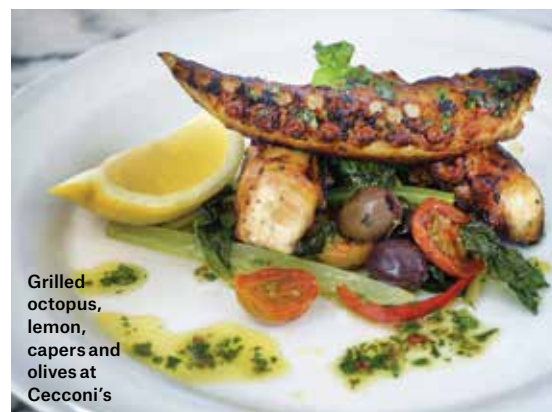
for men. 9200 Sunset Blvd., West Hollywood, CA 90069; sohohousewh.com

Can't snag a table? Head to Cecconi's, a Venetian-influenced eatery in the iconic Morton's space that also is owned by Soho House and is open to the public. 8764 Melrose Ave., West Hollywood, CA 90069; cecconiswesthollywood.com

THE QUICK GETAWAY: NOBU MALIBU

Chef **Nobu Matsuhisa** draws music power players like **Gwen Stefani** and **Barbra Streisand** to his beachfront spot. Black cod with miso (\$34) and the sweet-and-sour lobster (\$46) are crowd pleasers, but start dialing now: a four-week lead time is recommended. 22706 Pacific Coast Highway, Malibu, CA 90265; noburestaurants.com

Can't snag a table? For sushi closer to the Staples Center, check out Katsuya, where the tables are almost as celeb-packed. 6300 Hollywood Blvd., Los Angeles, CA 90028; katsuyarestaurant.com —C.G.

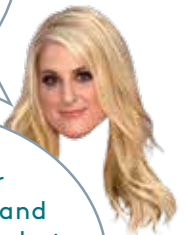


Grilled octopus, lemon, capers and olives at Cecconi's

HOW THEY SURVIVE

It looks like a blast, but getting through the big night requires planning

I'm going to bring a lot of tissues, because I know I'm going to cry all night long.
—MEGHAN TRAINOR



I drink lots of water and bring Advil and sunglasses to combat the shape of what's to come.
—STEVE BARTELS, CEO, DEF JAM RECORDS



I invest in shoes that I can run around in. Last year I found a comfortable pair of Louboutins.
—CARRIE TOLLES, VP PUBLICITY, 4AD



Deep breaths. The night goes so quickly, you just have to remember to stay in the moment.
—IDINA MENZEL



I'll be starting the day with a lot of Champagne.
—CHARLI XCX



I check in to the Peninsula. They press my crumpled clothes and groom my dog, Max. Max loves the Grammys.
—ELVIS DURAN, RADIO HOST

