The Enlightened Hotelier ARRY STERNLIGHT MOGUL ON A MISSION. The hotel industry, in general, has been blasé where the environment is concerned. Inefficient climate-control systems run full blast, in-room fridges hum all night, keeping Toblerones cold, and the maids are quick with aerosol spray. Barry Sternlicht (of W Hotels fame), the farsighted chief executive of Starwood Capital Group, hopes to bring about a change in the way hotels are designed, built, and operated, and he's leading by example. With the Natural Resources Defense Council serving in an advisory capacity, he is creating luxurious, eco-friendly hotels as part of his new brand, "1" Hotels and Residences. The first "1" will open next year in Seattle, to be followed by new hotels in New York, Washington, Los Angeles, Paris, Fort Lauderdale, Scottsdale, and Mammoth Mountain, California. The name "1" suits his new venture perfectly: "Preserving the planet is Job One," he says. Photographed by Norman Jean Roy at the construction site of one of Sternlicht's new green developments, in Battery Park, New York City. www.vanitylajr.com VANITY FAIR 251