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Architect Spotlight

Special Report: Hotel room in Ybor office helped sell Mosaic

Albert Alfonso



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There is a moment in every project when an architect, struggling to explain an idea to a client, pulls out a pen and a scrap of paper and draws it out. While designing the new Streamsong resort in Polk County for Mosaic, [Albert Alfonso](#) took that moment one giant leap further.

“Our ideas were tough for a mining company to conceptualize,” Alfonso said.

“Mosaic is a really great fertilizer company, but not a hotel developer,” he said. “We had to really show them what the rooms were gonna look like.”

So, toward the back of his Ybor City office, Alfonso built a working, to-scale model of the hotel rooms he wanted for Streamsong, complete with functioning bathrooms and a wall mural of the exact view a guest would see out the window.

“Sometimes you have to just do it. You can’t tell it,” he said.

Mosaic wanted to do some things that were memorable and that nobody had done before.

“I think having them be able to come in the room, feel the room and stay in the room, really gave the client the sense of security that they weren’t taking a risk. They could see it before we built 200 of them.”

Alfonso included some big ideas in the Streamsong design and the room in particular has some elements guests won’t see anywhere else.

Streamsong opened early this year.

Chris Wilkerson is Deputy Editor of the Tampa Bay Business Journal.