

## The hotel room as Rorschach test

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New breed of hotels links lodging and lifestyle

Riddle me this: What separates a stylish new hotel for eco-oriented families from a stylish new hotel for tech-savvy singletons?

Answer: A parking lot.

At least that's the case in Lexington, Mass., where a pair of sister properties from Starwood Hotels & Resorts opened across the asphalt from each other last month. Offering new twists on extended-stay and select-service lodging, respectively, Element and Aloft, it seems, aren't just places to bunk down for the night. They're also a roadside Rorschach test for travelers in search of lodging that fits their lifestyle.

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