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# The A to Z of Hotel Design

International design firm reshapes San Francisco hotel market with new 'unofficial collection' of cross-branded hotels



Hotel Zeppelin - Lobby Bar

Since its founding in 1987, Seattle-based hospitality design company Dawson Design Associates (DDA) has been an industry leader in creating immersive and unique hospitality experiences.

Now, four new hotels in San Francisco are showcasing the breadth of styles and attention to detail DDA brings to each of its properties.

A full-service hospitality interior design and interior architecture firm, DDA's team of designers is known for pushing the limits of innovation. San Francisco's Hotel Zephyr, Hotel Zelos, Hotel Zeppelin and Hotel Zetta—dubbed the "Unofficial 'Z' Collection" by owners Pebblebrook Hotel Trust—showcase the city's iconic personality.

"We approached each hotel as its own canvas," says Andrea Dawson Sheehan, CEO and Art Director of DDA. "Great art guides our design process. With each experience, we aim to evoke a strong emotional response and intimate connection with our guests."

Hotel Zephyr was completed in June 2015, while Hotel Zeppelin—formally the Prescott Hotel—is in the process of being converted

Dawson Design  
Associates

CEO AND ART DIRECTOR  
Andrea Dawson Sheehan

LOCATION  
San Francisco, California



Hotel Zeppelin



Hotel Zeppelin - Game Lounge

to a viceroy hotel and is expected to open in March 2016. Hotel Zetta was the first of the hotels, opening in 2013 and beginning the unofficial “z” collection.

Zetta is currently acting as the hub of the local tech scene in San Francisco’s Union Square. Pebblebrook wanted to reach deeper into the market due to the phenomenal success of Zetta by offering guests multiple venues for singles or families.

**HOTEL ZEPHYR**

Located in the heart of Fisherman’s Wharf, Hotel Zephyr is designed to be the ultimate tourist experience in the city. A sophisticated fusion of urban boutique and an adult playground, the design incorporates recycled shipping crates and cargo containers to layer in elements of the region’s maritime story. DDA took full advantage of the hotel’s new outdoor interactive urban landscape space, rebranded as The Yard.

The Yard features a variety of engaging game pieces for kids and adults alike, including steam-punk sculptures, fire pits, shipping containers, a 40-foot periscope looking out over the harbor and adult-sized games, along with other nods to Hotel Zephyr’s dockside surroundings.

“The experience is both playfully provocative and entertaining, yet friendly and inviting,” Dawson Sheehan says. “We strive to develop hotel spaces that are highly flexible and designed for multiple uses, including social gatherings, intimate hideaways and impromptu business meetings.”

The Yard has been designed for multiple groups of guests, who can simply hang out and socialize or organize private events for groups of more than 1,000.

“We think of it more as a unique venue than simply one part of the hotel,” Dawson Sheehan says.

Hotel Zephyr opened in June 2015 and is currently rated as one of the top 35 San Francisco hotels on popular travel website TripAdvisor.

**HOTEL ZEPPELIN**

If Hotel Zephyr were to have an alternative beatnik sister, it would be Hotel Zeppelin—which takes a very different approach to telling one of the city’s many stories. In many ways, it tells the tales of the famous countercultural movement that bloomed there in the 1960s and 1970s.

Formerly known as The Prescott, Hotel Zeppelin is inspired by the writers, poets and artists of the generation that left a lasting cultural impact on the city. Playing off that creative

**JULIE COYLE ART ASSOCIATES**

A vibrant art studio in Sausalito’s industrial district, home to Julie Coyle Art Associates, is creating a lot of buzz. Coyle and her team specialize in custom artwork for hospitality projects, including original oil paintings, drawings, fabrication in metal, wood and glass, hand painted murals, wall paper and silk screen. “We never say no to a design challenge - it’s always more like... how are we going to make this happen?” says Coyle, a lifelong artist. See their work and project list at <http://www.juliecoyleartassociates.com>.

Julie Coyle Art Associates  
 415.332.2660  
 info@JulieCoyleArtAssociates.com  
 200 Gate Five Road, Suite 102  
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for their functions and activities, so we've set out to meet their needs by providing interesting and stimulating choices.

**-Andrea Dawson Sheehan**

Hotel Zetta - Lobby





Hotel Zeppelin - Game Lounge

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mindset, the hotel offers guests unconventional spaces designed to transform their stay into a memorable experience, whether it's for business or pleasure.

Zeppelin's very non-traditional lobby immediately immerses guests into a social zone, continuing down into the 1,334 square-foot game room known as the Wreckroom. This space features a bingo spin table, basketball hoops, Wi-Fi, event technologies, contemporary furniture and two adjoining spaces for private parties and events.

There is also This One, which offers a hybrid living room space that can be used for work or play, while That One has a sky-lit room perfect for informal gatherings.

"Our guests demand multiple options for their functions and activities," says Dawson Sheehan, "so we've set out to meet their needs by providing interesting and stimulating choices."

Like the other hotels in the unofficial "Z" collection, Hotel Zeppelin makes use of repurposed materials throughout the property. Zeppelin's guests are greeted by a life-sized female sculpture, with hair blowing in the wind, fabricated out of recycled tools and hardware—a flashback to the city's famous "Summer of Love" that took place in 1967.

The Hotel Zeppelin opened March 1, 2016.

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Hotel Zetta - Lobby

## HOTEL ZETTA

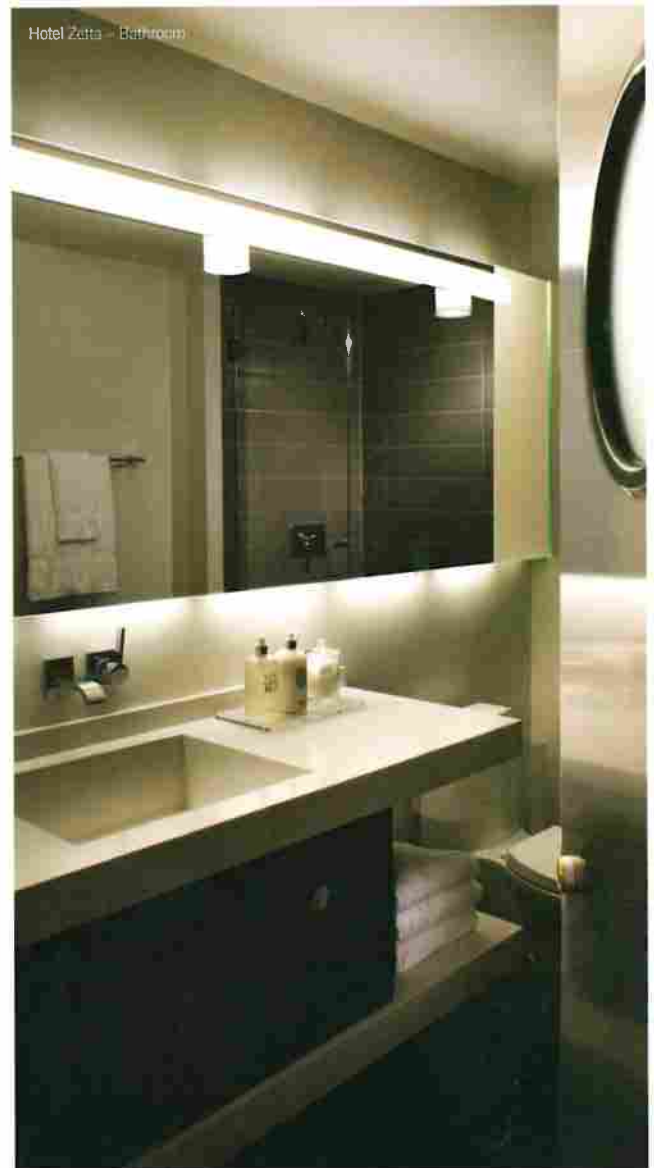
The first of the collection, Hotel Zetta, zeroes in on yet another facet of San Francisco culture: the booming technology industry. The Union Square hotel has become known for its 30-foot art installation of an interactive take on the classic game Plinko, a tech-infused Playroom lounge, the S+R lobby bar and innovative culinary experiences served up at the adjoining British brasserie, The Cavalier.

Recycling and innovation are at the core of every element at Hotel Zetta. Guests are greeted by a front desk made of reclaimed lumber and a chandelier made of old eyeglasses.

Pebblebrook and DDA designed these distinctly different hotels to dig into the many layers San Francisco's history and story, bringing them together to form one cohesive, unofficial collection. The result has been truly unique guest experiences that reflect all that the City by the Bay has to offer. 



Hotel Zetta - Standard Room



Hotel Zetta - Bathroom



Hotel Zetta - Game Room