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Viceroy Hotels Continues To Build Their Brand With Iconic Interior Design

What makes travelers choose one luxury hospitality brand over another? It comes down to the unique design experience that brand consistently delivers its clients for the value. Alluring design aesthetics, top-notch service, luxurious amenities, delectable food + wine coupled with the cardinal rule in real estate—location—all have to converge perfectly to create the ultimate sensory experience for the consumer. Furthermore, each location within a portfolio should provide service consistent with the brand but the design of the hotel should embrace the context of its surroundings.



Photo Courtesy of Viceroy Santa Monica



Photo of Lobby Courtesy of Hotel Zeppelin

As a lover of design, one hotel group that always delivers an aesthetic feast for my eyes is [Viceroy Hotel and Resorts](#). A few weeks back we were on a whirlwind trip and got to experience two Viceroy properties—first [Hotel Zeppelin](#), Viceroy's newest hotel in San Francisco followed by their flagship hotel, [Viceroy Santa Monica](#). Both Viceroy locations delivered on what anyone would expect from a Viceroy Hotel in terms of service. But, staying back to back at the two locations highlighted the contextual design differences of each property.

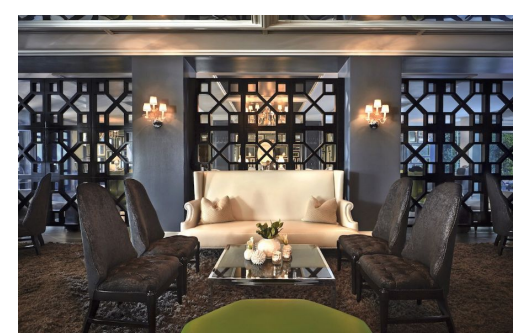
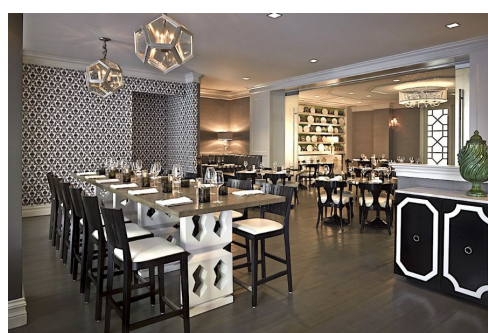
Seattle-based [Dawson Design Associates \(DDA\)](#), the same design firm that brought Viceroy's [Hotel Zetta](#) in San Francisco to life, not only was the interior designer for [Hotel Zeppelin](#) but was responsible for the 2014 “refresh” of Kelly Wearstler's original design concept at Viceroy Santa Monica, the brand's flagship location—so we wanted to get their take on both spaces.



“Hotel Zeppelin is a bit more provocative than the Viceroy Santa Monica—rougher, edgier, more cerebral. It sits in a historic structure in an urban environment based on the counter culture of the 1950s and 1960s. The hotel offers a contemporary interpretation of the old coffee shops and social hangouts of the Beatnik movement of the 1950s where people were encouraged to express themselves and their views on politics, life, sex, and art. The design echoes the past and how the social revolutionaries of that period are still entwined in our social fabric today. It is a playful celebration where everyone is encouraged to chill out and play”, says Art Director, Andrea Dawson Sheehan, of [DDA](#).



While the hotel and its public spaces are vivid in color and concept, the [guestrooms and suites](#) offer a seductive and surprisingly quiet respite from the hustle and bustle of the city. DDA utilized a soothing color palette that blends earthy and urban tones that promote the calming of the mind with a few whimsical statement details for added punch. The wallpaper graphic in the bathroom is an original design that [DDA](#) conceptualized that incorporates a mixture of vintage and current album covers to illustrate how the past still carries weight in current times. The towels in the bathroom are some of the plushest we have ever used and the beds definitely foster a refreshing night’s sleep. [Hotel Zeppelin](#) was definitely a moodier aesthetic when compared to most Viceroy locations we have been to, but with its nod to rock-n-roll and located a few blocks from Union Square it’s definitely worth the visit.





Viceroy Santa Monica is both the brand’s flagship hotel and an important Santa Monica landmark originally styled by Kelly Wearstler in 2002. In 2014, DDA was brought in to give a refresh to the hotel’s 162 guestrooms and suites, lobby, meeting space and repositioning the existing restaurant, Cast.

“It was important to keep the hotel’s features intact while sustaining the evolution of the hotel. We wanted to respect the vision that Kelly Wearstler had for this iconic hotel and compliment it, rather than change its character. Keeping many of the hotel’s signature design elements was crucial in being able to achieve this. Our goal was to retain its unique attitude and positioning, while evolving the hotel for the next 10 years—keeping it fashion forward and fresh”, states Sheehan.



Viceroy Santa Monica speaks to my personal design aesthetic. The hotel and public spaces have a relaxed California beach feel while incorporating bold pops of color like yellows and deep greens. The rooms and suites are luxurious with a coastal colored palette of soft blues and creams and either have a view of the Pacific Ocean that sits right across the street or they overlook the patio with two alluring pools and cabanas. The service at this location was exceptional as was the food and drink. Not to mention, it is the perfect place to people watch in a fantastic location to explore walkable Santa Monica.

A few other Viceroy locations that are on our travel wish list are: Viceroy’s newly redesigned L’Ermitage Beverly Hills, Sugar Beach, A Viceroy Resort, Viceroy Anguilla, and Viceroy Princes’ Islands Istanbul, slated to be open this summer.