

DESIGN REBELS RISK-TAKERS AND INNOVATORS WHO PUSH DESIGN FORWARD

Gray

PACIFIC NORTHWEST DESIGN

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**“THINKING
FOR YOURSELF
IS THE MOST
IMPORTANT
THING.”**

STEVEN HOLL

BREAKING THE RULES: WHO ARE
THE CREATIVES LEADING DESIGN
CHANGE IN OUR PNW CITIES—
AND AROUND THE WORLD?

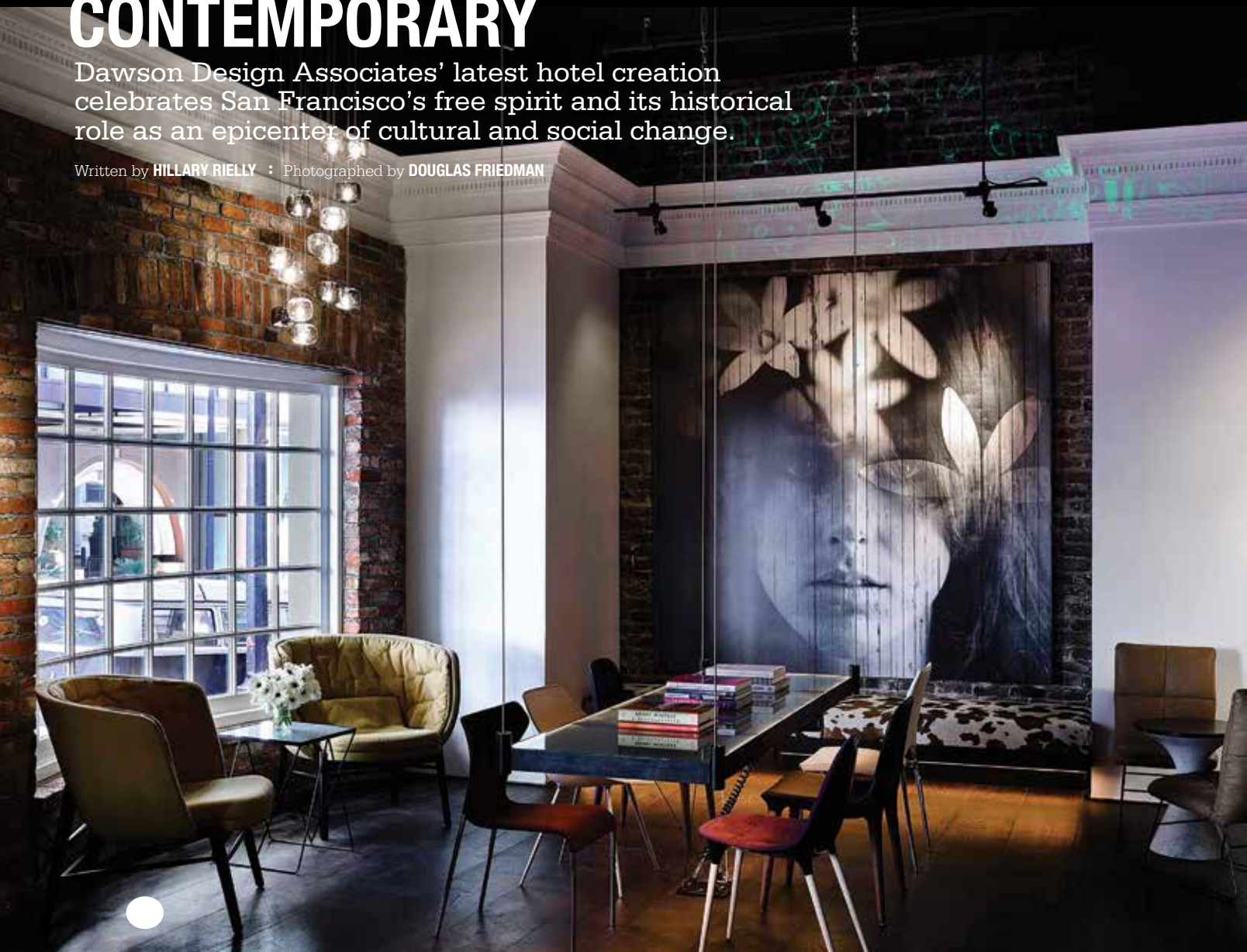
FOR THE PEOPLE: ONE PORTLAND
DEVELOPER FIGHTS CORPORATE GREED



COUNTERCULTURE CONTEMPORARY

Dawson Design Associates' latest hotel creation celebrates San Francisco's free spirit and its historical role as an epicenter of cultural and social change.

Written by **HILLARY RIELLY** • Photographed by **DOUGLAS FRIEDMAN**



In San Francisco's new Hotel Zeppelin, Dawson Design Associates has created more than just a cool place to stay. With eye-popping interiors—wall-to-wall psychedelic wallpaper; glowing neon; comic book-inspired murals—the Seattle- and London-based firm narrates an offbeat visual chronicle of the city's celebrated counterculture, especially the art, poetry, and music of the 1950s and '60s. Design elements inspired by that era's rebels—Grace Slick, Allen Ginsberg, Jack Kerouac—pop up in unexpected places throughout the 196-room Union Square hotel like “ghosts of the past,” says Andrea Dawson Sheehan, CEO and founder of DDA. “They still feel relevant and revolutionary; they were the voice of the people and of San Francisco. By weaving them into the design, we’ve choreographed an experience for our guests that invites them to wake up, look around, and discover the layers of the city’s bohemian history.”

Hotel Zeppelin, conceived by Seattle- and London-based hospitality design firm Dawson Design Associates, opened two blocks from San Francisco's Union Square in March 2016. The curving staircase in the lobby corridor is original to the 1913-built hotel, and the large cluster of Viso pendants lures guests down to the game room below. The Wire-flow pendant in the foreground is by Arik Levy for Vibia. **OPPOSITE:** The lobby features original molding and exposed brick walls that were discovered and refurbished during construction, as well as a partially suspended communal table. Glowing green along the ceiling are lines from Allen Ginsberg's 1955 poem "Howl"—holy writ for the Beat generation—lit intermittently by ultraviolet light. Antonio Mora painted the portrait of psychedelic rock musician Grace Slick, of Jefferson Airplane and Jefferson Starship, on reclaimed timber in a commission by Julie Coyle Art Associates. »





The Peace game room, next to the Love meeting room (of course), features a wall of basketball hoops, a pool table, a gigantic bingo board, a skee-ball machine, and a shuffleboard. The comic-strip mural on the wall and ceiling was conceived by DDA and realized by a San Francisco-based graffiti collective. Egg Chairs from Fritz Hansen add to the 1960s vibe.



There are more than 90 different room types in the hotel, a testament to DDA's creativity. "It's meant to feel like an old residential building where artists and writers lived and hung out," says Sheehan. Each room features a custom chandelier that projects images of iconic hand gestures—"Live long and prosper," "Peace," and "Hang loose"—onto the ceiling. Custom wallpaper in the bathrooms, inspired by mod graphics and 1960s album covers, lists both old and new San Francisco bands, fusing past and present. The sinks are by Kohler, and the floor tiles are Flaviker by United Tile. ✱



"THE BATHROOMS ARE AN EXTENSION OF THE STORY WE'RE TELLING IN THE REST OF THE HOTEL—ANOTHER FUN SURPRISE (AND AN INSTAGRAM-WORTHY MOMENT) FOR OUR GUESTS TO FIND. WE THINK IT WOULD'VE BEEN MORE OF A RISK TO DO SOMETHING BORING!"

—ANDREA DAWSON SHEEHAN, DESIGNER