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the people issue



HDexpo
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hotel zeppelin

→ One of four hotels in San Francisco that begin with the letter 'Z'—part of owner Pebblebrook Hotel Trust's unofficial collection—the Hotel Zeppelin, which was designed by Seattle-based Dawson Design Associates, pays homage to the counterculture movement that flourished in the Bay Area in the 1950s and '60s.

Located in the former Prescott Hotel just steps away from Union Square, the original architecture of the 196-room property dictated the overall design. "The halls are narrow, the stairs are old—it has this sense of darkness and mystery," says art director and principal Andrea Dawson Sheehan. "The first time I saw it, I thought, if writers like [Allen] Ginsberg and [Jack] Kerouac met anywhere, then this is where it would have been." In the space, she saw an opportunity to create "a great political, radical counterculture, bohemian hotel experience."

Sheehan incorporated materials such as crushed purple velvet, patent leather, cowhides, and Italian marble with poster bills and graphics from the 1960s, as well as

custom work by local artists, to evoke the feel of an underground, smoky artists' hangout—or the fraying gothic glamour of a rock star's mansion. "It's a place for adults to become kids again and forget their inhibitions."

Highlights include Peace, a game room marked by a large-scale peace sign wrapped in license plates that both references Kerouac's cross-country trip from his novel *On the Road*, and serves as a wall divider. The space also contains a bingo board and spin table, and can be combined with Love, a lounge with floor-to-

ceiling windows, to create an event space.

The guestrooms, which feature a monochromatic color palette marked by pops of color that recall the hallucinatory vibes of the era, each contain lighting fixtures that project images and phrases such as "hang loose" and "live long and prosper" on the ceiling. "Guests get the vibe of the 1960s with all of today's technology and amenities," says Sheehan.

Photo by DOUGLAS FRIEDMAN