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EDIZIONE ITALIANA
→ ENGLISH VERSION
EDICION ESPAÑOLA



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INTERVIEW

DDA, DAWSON DESIGN

HOTEL VINTAGE SEATTLE

www.dawsondesignassociates.com

Photo: David Phelps

BY ERIKA GAGLIARDINI

Kimpton's Hotel Vintage Park has transformed into the Hotel Vintage, reborn and entering the Seattle boutique hotel market with a new positioning, distinct story and dramatic \$10 million dollar top-to-bottom renovation. Using the European history of wine as inspiration, and blending it with a casual, Northwest look and feel, the new Hotel Vintage is now about the vintage of wines and dives deep into how wine affects and plays a role in each of our lives.



HOTEL
VINTAGE
SEATTLE

Dawson Design Associates' design team's vision for Hotel Vintage was to create a space that told the story of wine as an experience. Each of the 125 guest rooms at the former Hotel Vintage Park were already named after a Washington winery, but in no way tied into the existing, terribly dated, European renaissance design. "Our design team wanted to highlight this personal touch and familiar feature for our local, returning guests, while creating an experience that fit the artistically contemporary, yet casual, NW attitude and the Kimpton brand. They knew the importance of maintaining that kind of connection in order to build upon the fusion with the wine itself and the experience of staying at the Hotel Vintage," explains DDA's Marketing Director, Renee Herron. Thus, the story unraveled; wine as an accent to our lives.

"We began to look at how wine is described. . . . Lively, crisp, earthy, robust, spicy, full-bodied, hints of. . . . We took that as the underlining of our vision and explored how we could create an experience that would speak to those types of words, that type of complexity, yet keep it very warm, stylish and true to the Northwest culture," DDA Art Director & CEO, Andrea Dawson Sheehan, recounts with great passion and thought. "After all, wine totally captures whatever is in the soil the grapes grow in. This concept is reflected throughout the Vintage by the sense of approachable & meaningful sophistication that matches the spirit of our guests."

The story flows into the details throughout every aspect of the design. The lobby wood floors are made from recycled wine barrels. The guestrooms embody the spirit of wine with rich colors and textures, seen in a vibrant purple couch and drapery that give a nod to climbing vines. More than 88,000 recycled wine corks in a variety of colors make up one-of-a-kind cork board art behind each guestroom bed. Everywhere guests look, they will find art that is a fluid representation of wine. Each corridor on the guestroom floors has a map of local vineyards, which correlates to the location of the guestrooms. "The design team went through and found all kinds of great quotes from notable people about



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how wine has affected their life. These quotes are all over the hotel, in surprising locations, that speak to the affirmation that wine is not only something you have with dinner; it is what gives you a taste and sense of the flavor of the region,” states Herron.

The lobby space, with its low ceilings and intimate size, didn’t pose as a problem whatsoever; in fact, DDA’s design team worked with it in a way that enhanced the narrative and the guest experience. “We played with it to create a hidden, cellar type of environment that people can disappear into and escape. We dropped the ceiling height down even further by adding an artistic interpretation of a grape arbor, in the form of a metal sculpture running across the low lobby ceiling, accentuating the private wine tasting atmosphere,” describes Sheehan. “It’s the idea of gathering around a fire, surrounded by fine wine, friends, an intimate bar, friendly bartender; really just the joy of life, simple pleasures. Everyone needs a break like that. That’s the flavor we are trying to create, right in the heart of the city.”

The hotel now has successfully established strong partnerships with 12 of the leading wineries in the state, spotlighting their prominence by featuring their wines in each respective dedicated guest room and on the in-room dining menu. Each of the 12 partners will pour at the nightly wine hour at least twice a year. This is just one of the many features that enhances the team’s goal of creating a venue for discovery. A space that has a ‘Sur la Table’ (founded in Seattle . . .) type of flavor, where you can go in and taste and sample . . . Very interactive and social, and highlighting Washington as one of the top wine-producing states in the country.

**HOTEL
VINTAGE
SEATTLE****Which is the design idea to face the complexity of a modern hospitality structure? What did you think?**

The best design idea for this kind of structure should be inspired by the local traditions: the renovation of historical buildings, like the Hotel Vintage, and the choice of dedicating the project to a precise theme: the re-discovery of wine. It is fundamental to melt the tradition, modernity and originality (as far as the furnishings is concerned) in order to attract more guests. Even the didactic aim plays an important role, that is to teach the importance of the tradition of wine, always offering a sophisticated atmosphere.

How did you work on the interior design?

The designers tried to respect the typical North-West flavor and to be inspired by the tradition of wine; they have also searched the best furnishings and the best fabrics, like purple sofas and curtains which remind to wine shoots, and the project of a sort of arbor in the lobby, in order to better welcome the guests.

Which are the criteria followed in the selection of materials and which application do they have in the interior design? Which material did you use?

The materials which have been chosen for this project evoke the tradition of wine: for example, some corks have been used to decorate the bedroom boards. Everything refers to the history of wine.



PROJECT SHEET

Name creation:
HOTEL VINTAGE SEATTLE
 Place:
SEATTLE, WASHINGTON (USA)
 Address Location:
1100 5TH AVE, SEATTLE, WA 98101, UNITED STATES
 Year of construction:
DICEMBRE 2012- MARZO 2014
 Owner:
PEBBLEBROOK HOTEL TRUST
 Operating Company:
KIMPTON HOTELS & RESTAURANTS
 Project team:
INTERIOR DESIGN & INTERIOR
 Architecture Firm:
DAWSON DESIGN ASSOCIATES, LTD.
 Architecture Firm
MATTONI DESIGN STUDIO
 Lighting design:
LIGHTING DESIGNS, INC.
 Number of Guestrooms:
125 GUESTROOMS AND SUITES
 Contracting:
MOLINE CONSTRUCTION MANAGEMENT, INC.
(ONLY PUBLIC SPACE)

SUPPLIERS BUILDERS

Visual:
MAJESTIC MIRROR – MIAMI, FL
ELECTRIC MIRROR – EVERETT, WA
SAMSUNG ELECTRONICS – SUWON, SOUTH KOREA
 Artwork:
GRAND IMAGE – SEATTLE, WA
SOHO MYRIAD – LA, CA
 (This company made the artwork above headboard in guestrooms)
JULIE COYLE ART ASSOCIATES – SAUSALITO, CA
 Fixtures:
KOHLER – SEATTLE, WA
KRAUS USA – SEATTLE, WA
AMERICAN STANDARD – PISCATAWAY, NJ
 Flooring:
ALARWOOL CARPETS – BURGOS, SPAIN
SHAW CARPETS – CARTERSVILLE, GA
 Furniture:
PT. SANIHARTO ENGGALHARJO – SEMARANG, INDONESIA
RESTORATION HARDWARE – CORTE MADERA, CA
D'STYLE HOSPITALITY FURNISHINGS – CHULA VISTA, CA
JL FURNISHINGS – ASHEBORO, NC
 Lighting:
SOLAVANTI LIGHTING LLC – DALLAS, TX
BOVER – BARCELONA, SPAIN
JUNO LIGHTING GROUP – CHINO, CA
ARTERIORS – CARROLLTON, TX
 Signage-Graphics:
JOHN CURTIS DESIGN – CENTENNIAL, CO
 Wallcoverings and Materials:
ARCHITEX – NORTHBROOK, IL
TRI-KES – SEATTLE, WA
STONE SOURCE – CULVER CITY, CA
RICHLOOM – NY, NY
WOLF GORDON – LONG ISLAND CITY, NY



DDA

Dawson Design Associates

About Dawson Design Associates, Ltd. Originally established in Seattle, Washington in 1987 by Andrea Dawson Sheehan, Dawson Design Associates is a full-service interior design firm specializing in renovations, repositionings and new construction in the hospitality industry. DDA's mission is to design hotels that are recognized for their creative and distinctive styles and proven by their success and profitability. The firm is consistently ranked amongst the top design firms in the world and maintains a constantly growing list of awards and international press. DDA carried this impeccable reputation and their long term relationships within the industry with them into the EMEA market with the addition of their London Studio in late 2012, located on Eel Pie Island.

www.dawsondesignassociates.com