

# hospitality design

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# hotel zephyr

→ For Hotel Zephyr—the second “Z” collection property in San Francisco from Pebblebrook Hotel Trust designed by Dawson Design Associates (the third is the soon-to-open Zeppelin)—the design team at the Seattle-based firm was tasked with creating a stylish venue appropriate not only for families with kids, but also adults in a “fun, upbeat, and highly charged atmosphere,” says art director and principal Andrea Dawson Sheehan. “A hotel that was super interactive and engaging, that captured the energy of Fisherman’s Wharf and the progressive attitude of San Francisco.”

The solution: an interactive play area. Crafting the hotel as an artistic interpretation of a docked freighter or tramp steamer, Sheehan and her team converted a “very bland 1960s-style pool and palm tree courtyard area into what is now branded the Yard—an edgy, urban working dock environment featuring recycled materials from the port on the walls



and planters, shipping containers, and green walls to accentuate what is basically a huge game board where the guest is the player,” she says, adding that the space features shuffleboard, ping pong, pool, gaming consoles, and giant Jenga and Connect Four games. “The game board path leads guests from the entry through the lobby deck room and the Yard with obstacles along the way, including four firepits (inspired by old movies like *On the Waterfront*)

and a fountain of leaking pipes for kids and adult kids to play in.”

Sheehan calls it a fusion between reality and virtual reality perfect for San Francisco’s startup market. It’s not so much cute as it is industrial—one firepit, for instance, is a 10-foot-tall “burning” sculpture of old desktop computers and monitors. “It’s a cheeky spin on the amount of waste old technology creates in this high-tech market,” she says.