

a second life

Recycled art defines a San Francisco hotel

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PHOTOGRAPHY

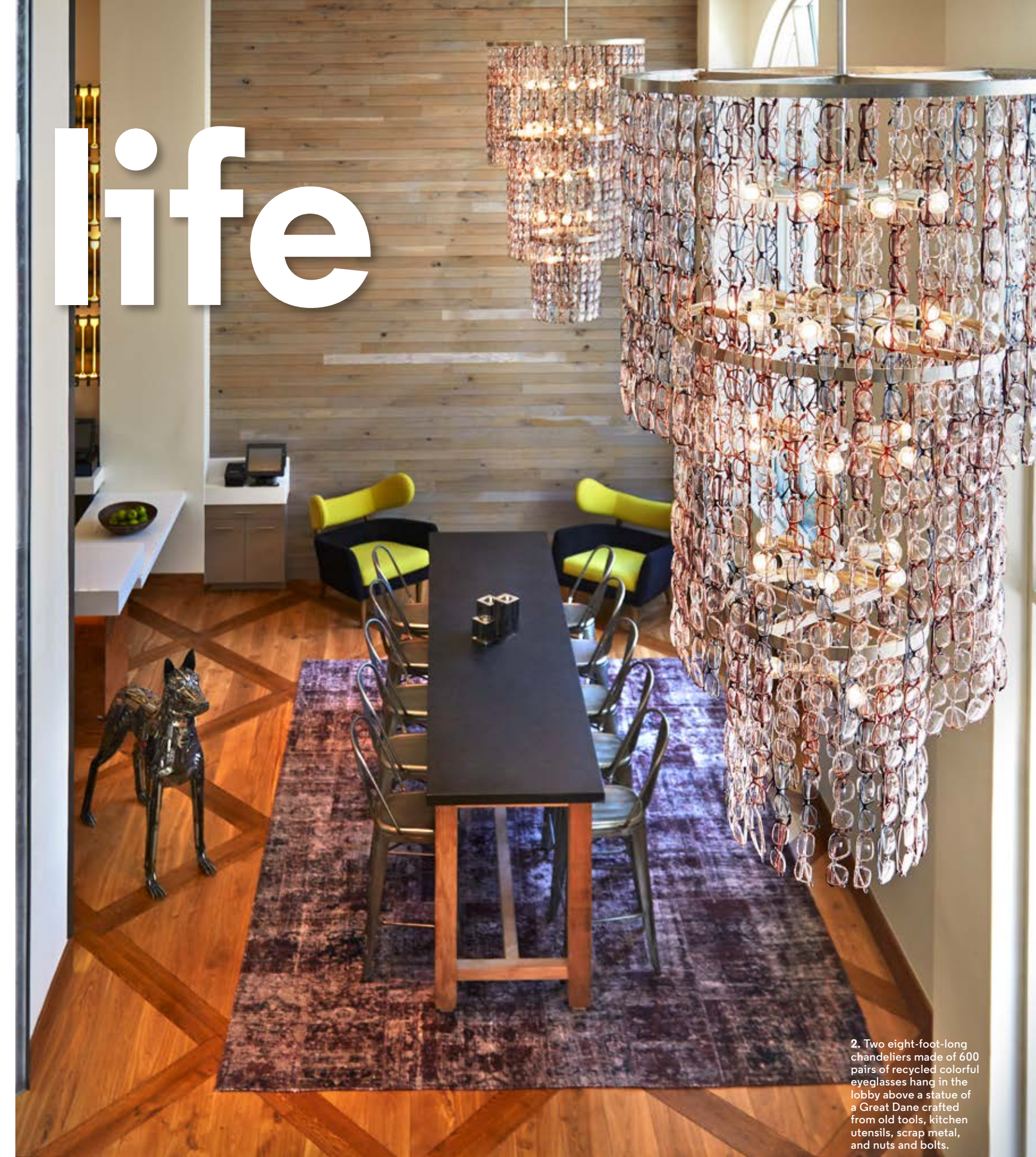


Charged with creating a luxury downtown San Francisco hotel for the Facebook-Twitter Millennial crowd, Andrea Dawson Sheehan, principal and art director of Dawson Design Associates in Seattle, found an unlikely, but appropriate solution for Viceroy's Hotel Zetta: recycled art. "Owner Jon Bortz of Pebblebrook Hotel Trust wanted to draw them specifically into this market where he felt their needs have not been met," explains Sheehan. "They have a different way of measuring luxury."

Brainstorming creative directions, she and the team started with the word 'reboot,' since it tied back to not only the tech market, but also the \$12 million renovation of the existing Hotel Milano



1. The glowing backbar at Hotel Zetta features more than 260 backlit and stacked white wine bottles from Napa wineries.



2. Two eight-foot-long chandeliers made of 600 pairs of recycled colorful eyeglasses hang in the lobby above a statue of a Great Dane crafted from old tools, kitchen utensils, scrap metal, and nuts and bolts.



table. “People use the Plinko game all the time, and when the ball gets in the bin the whole lobby starts cheering,” Sheehan says. “These [artworks] are not to be looked at, they aren’t status pieces, but rather should be incorporated into what you do every day. We wanted to show that art doesn’t have to be expensive; it can be fun, reused, and available to everybody. It is about play.”

In the guest corridors, “beautiful,” large graphics of tires, cars, bikes, or computers piled high in landfills drive home the concept. In the guestrooms, a woman’s face made out of floppy disks hangs on the wall or above the butcher-block drafting table desk. “I think of her as our guest—intellectual, demanding, smart,” says Sheehan. And guestroom (as well as lobby) area rugs are actually authentic Persian rugs from various villages in India, Turkey, and Pakistan headed for the trash. Instead, they were washed, dried, chopped up, and re sewn together. “The elements throughout the hotel aren’t just

innate objects—they have a life. Everything has a history,” she notes.

A highlight, she says, is the “original Facebook” wall in the lounge, a collage of hundreds of backlit black and white mugshots of past residents of Alcatraz, including Al Capone. “San Francisco is a very complicated city,” says Sheehan. “It’s innovative, but it has a dark side.” **hd**

dawsondesignassociates.com; viceroyhotelgroup.com

Hotel Zetta San Francisco

Owner
Pebblebrook Hotel Trust
Management Company
Viceroy Hotel Group
Architecture Firm
Stanton Architecture, San Francisco
Interior Design Firm
Dawson Design Associates, Inc., Seattle
Interior Design Project Team
Andrea Dawson Sheehan, April Kotjan, and Craig Hardman
Contractor
Digney York (guestrooms) and Centric (public spaces)
Purchasing Firm
Ramsey Purchasing
Consultants
AJAX Partners
Lighting
Lighting Designs
Fabrics
Architex, Pollack, Justin David, Nobilis, Designtex, Anzea, Carnegie, Maharam, Momentum, Moore & Giles, and Valley Forge Fabrics
Upholstery
JL Furnishings, Fong Brothers, and HBF
Rugs
Alarwool

and Golden Gate Sign Company
Carpet
Shaw and Tandus Flooring
Wallcovering in Bathroom
Wolf-Gordon and Grand Image
Plinko Installation
Storyland Studios

CORRIDORS
Carpet
Shaw
Lighting
Alger-Triton
Art

Grand Image and Art Brokers
Furniture
Asher Cole
Drapery
GFI with Richloom Fabric
Wallcovering
MDC
Signage
John Curtis

GUESTROOMS
Drapery
GFI and Justin David
Art
Grand Image, Graphic Encounter, and Soho Myriad
Flooring
Tajjima
Carpet

The Mohawk Group
Casegoods
Cheng Meng
Lighting
Chapman, graypants, and Lukas Lighting
Vanity Mirrors
Electric Mirror
Bathroom fittings
American Standard and Kohler

3. A two-story Plinko game installation, complete with soccer balls, connects the lobby with the second floor Playroom.

4. Oversized images of landfill “trash” adorn guest corridors.

5. In the guestrooms, patchwork rugs and an image of a woman’s face made out of floppy disks reinforce the hotel’s recycled theme.

6. A glowing collage of hundreds of backlit black and white mugshots of former Alcatraz prisoners covers a wall in the lounge.



built in 1913. “We started playing with re-words—recharge, relax, reuse, rejoice, recycle—and it all became this fusion of the energy they wanted for this hotel—an urban retreat, not a Kelly Wearstler Viceroy, but something different; edgy, yet casual. Recycled art became immediately part of the idea.”

So, the designers started searching the internet for people working with simple materials in their backyards—“basically junkyard art,” she says. “We liked the simplicity of it; anyone can make this type of art since there’s no barrier to entry if you are making it out of broken bottles. One idea would lead to another, and we would find these other people; it was this fluid, freeform creative process that kept getting richer and richer as we got into it.”

The hotel is a masterful blend of these dynamic finds, mixed with

a few ingenious custom pieces. In the lobby, a life-sized Great Dane constructed of old tools, nuts and bolts, scrap metal, and kitchen utensils greets guests. One custom chandelier is made of broken pieces of Venetian glass from Murano artisans, while two others are crafted from 600 pairs of recycled colorful eyeglasses. As a nod to nearby Napa, a floor-to-ceiling installation of rows of more than 260 backlit white wine bottles from various local wineries—stacked bottom to bottom with steel in between—glows behind the bar.

To quench the techie’s “work hard, play hard” mentality, a two-story commissioned Plinko game installation with soccer balls connects the lobby with the second floor mezzanine’s Playroom, which is filled with an assortment of favorite pastimes such as shuffle board, Wii, and an authentic refurbished Rochester pool