

HOTELS

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PUSHING
BOUNDARIES,
CELEBRATING
INCLUSIVITY

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Atlantis President, MD Audrey Oswell

ABOUT THE COVER

Developed by Bethesda, Maryland-based Pebblebrook Hotel Trust, Hotel Ziggy is the eighth property in the REIT's Unofficial Z Collection and stays true to the idiosyncratic brand's values of rebellion and activism. Seattle and Brighton, UK-based Dawson Design Associates conceived interiors intended to spark conversations through the question, "Who really owns the music?"



DESIGN

ZIGGY ROCKS THE SUNSET STRIP

A former 1950s motel, Hotel Ziggy in West Hollywood, California, celebrates musicians and creates a vibe that is gritty and raucous. Designed by UK-based Dawson Design Associates for owner Pebblebrook Hotel Trust, Ziggy's intent is to bring back the riffraff to a neighborhood everyone else is trying to polish.



F&B

REPOSITIONING STATEMENTS

Here are three case studies about hotel restaurants that have successfully transformed their spaces to better match evolving customer needs and drive profitability. It starts with finding a designer who fits the property's vision.



TECHNOLOGY



EVOLUTION OF THE GUEST APP

While becoming somewhat ubiquitous, guest-facing apps continue to evolve as hoteliers overcome challenges and identify best practices. One thing is abundantly clear – contactless guest experiences are here to stay.

OLD SUNSET STRIP MOTEL REBORN BY PEBBLEBROOK HOTEL TRUST AS A WHIMSICAL, ENTERTAINING AND REBELLIOUS CHAMPION OF ROCK N' ROLL.

Contributed by ALICIA SHEBER

Fueled by the battle cry, “Free the music!”, Hotel Ziggy is a proudly infamous star on West Hollywood, California’s Sunset Strip celebrating broken rules, guitar strings and recording contracts.

An inclusive destination championing countercultures and artists’ rights, its raucous interiors spotlight musicians who’ve fought to have their voices heard, from Californian bands to icons like The Beatles and Rolling Stones to local Latin and Asian performers. On the walls, framed legal documents from the ‘50s onward highlight lawsuits between musicians and record companies and will be updated as new cases arise, while découpaged vintage playbills spanning diverse genres are layered by era to reflect evolving musical tastes.

Developed by Bethesda, Maryland-based Pebblebrook Hotel Trust, this eighth property in the REIT’s Unofficial Z Collection stays true to the idiosyncratic brand’s values of rebellion and activism. Seattle and Brighton, UK-based Dawson Design Associates (DDA), long-time Pebblebrook partner and creator of all previous Z hotel concepts, conceived interiors

intended to spark conversations through the question, “Who really owns the music?”

Set amongst a sea of luxury hotels, including the adjacent Pebblebrook-owned and DDA-designed Mondrian LA, Hotel Ziggy debuted March 2022 and intentionally retains gritty quirks from its ‘50s-motel persona. “Having Ziggy next door is like discovering a new tattoo after a wild night... not particularly tasteful, nor wanted,” says Andrea Sheehan, DDA’s founding principal and art director. “We’re bringing back the ‘riffraff’ to a neighborhood everyone else is trying to polish.”

Haphazard interventions from the past became part of the renovation’s charm. “Sometimes it’s better to go with the flow for architecture and structure,” says Jon Bortz, Pebblebrook’s president and CEO. “As far as I know, the building has zero redeeming qualities from a historical architecture perspective, and the exterior was ugly as sin with roofs making it look like the International House of Pancakes.” Fortunately, DDA transformed its flaws into virtues, with the exterior painted dark gray and enlivened



A retractable glass garage door partitions one end of the lobby, creating a versatile music venue called “Backbeat,” which supports local musicians.

DESIGN

ZIGGY

BREAKS THE RULES



DESIGN

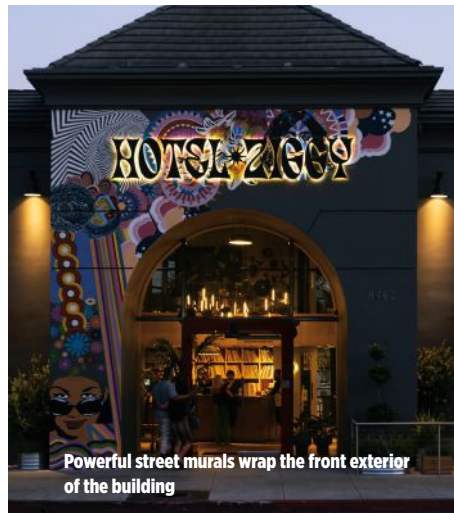
by murals from LA municipality-approved artist CJ Hungerman. "It's not magic, just misdirection," Bortz says.

Stripped to its structural bones, the building was opened from end to end so performers and guests are seen and heard. At the entrance, Brian Mock's androgynous Rock Queen sculpture offers a nod to Ziggy Stardust. The lobby lounge's 7'-2"-high ceilings were lowered with black-waffle acoustic recording studio baffles, bringing intimacy while emphasizing the golden '60s millwork and rustic wood floors. Fusing the feel of a '70s neighborhood record store with an amateur recording studio, it sets the stage for the Backbeat venue where locals perform and the adjacent bar/vinyl library/reception desk.

Managed by Springboard Hospitality, Hotel Ziggy's 108 bohemian guest rooms channel the '60s with modern-meets-retro furniture and murals inspired by psychedelic album covers, while the pool patio recalls a '60s herb



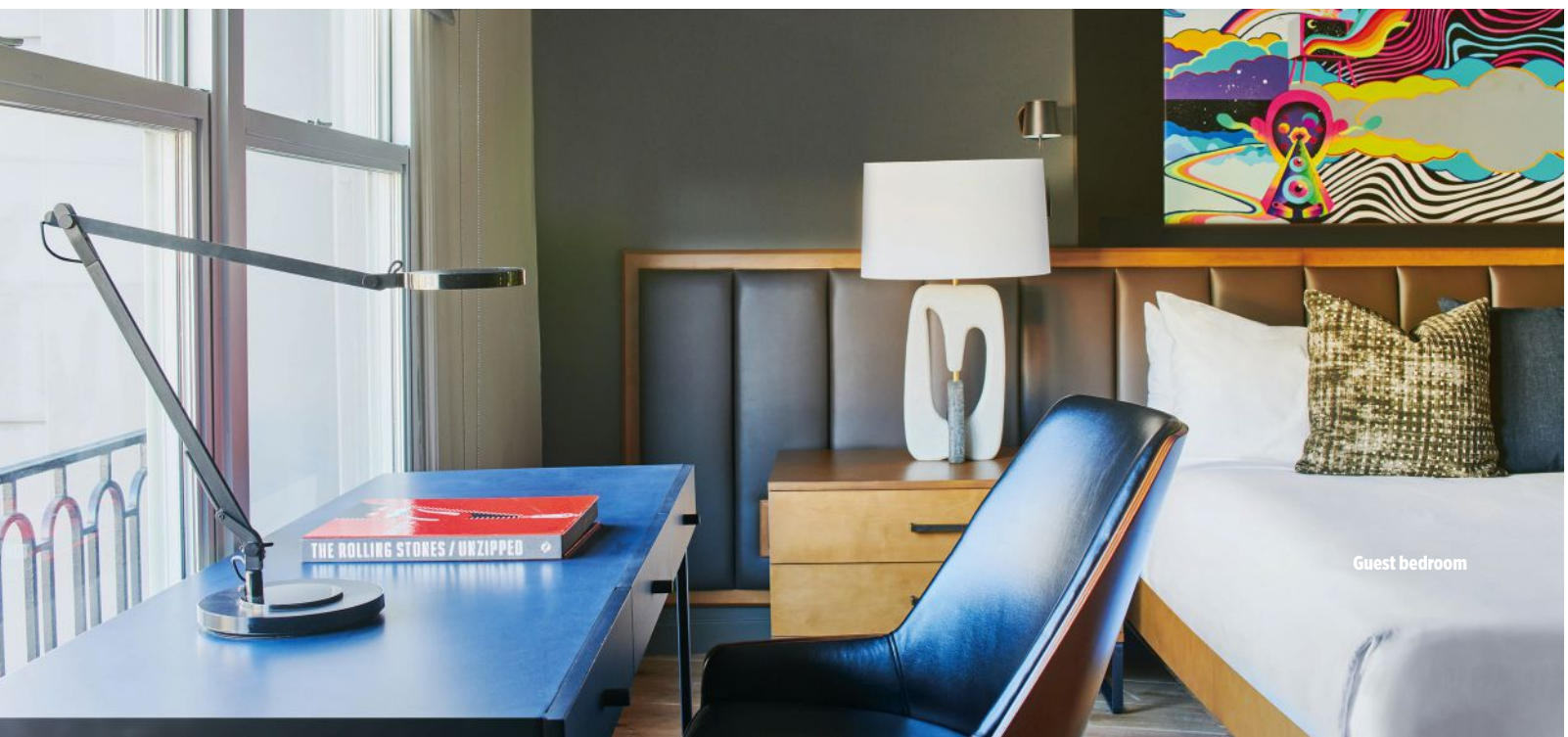
Backbeat, a ground-level music venue is designed to support local musicians with an accessible platform to perform



Powerful street murals wrap the front exterior of the building



Guest room bath



Guest bedroom



The bar is lined with hundreds of vinyl albums



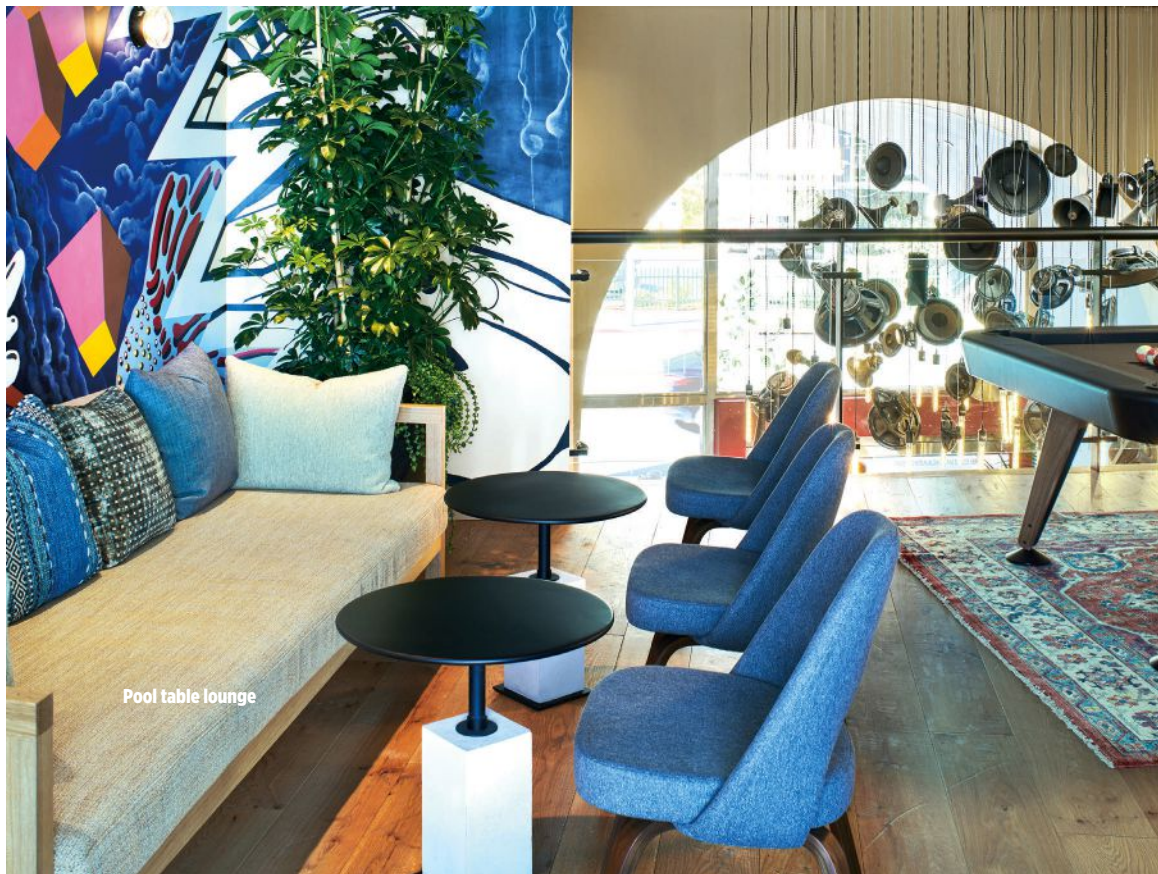
Androgynous sculpture celebrating the rock community's inclusivity



Découpage murals depicting musicians who defied conformity throughout history



Suite space



Pool table lounge