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HOSPITALITY

INTERNATIONAL

Hotel Ziggy

Sunset Boulevard



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Welcome

“Dear Readers

WELCOME TO THE LATEST EDITION OF PREMIER HOSPITALITY INTERNATIONAL. IN THIS MONTH'S ISSUE WE TAKE A LOOK AT ROSEBROOK LODGE; WE CHECK OUT HOTEL ZIGGY; AND WE DISCOVER SWISSÔTEL CLARK.

With stunning panoramic views of Mount Washington and the Presidential Range, the Rosebrook Lodge at Omni Bretton Woods ski area raises the bar for on-mountain hospitality. The new, four-season facility recently awarded the 2022 Hospitality Design Award for 'Best Event Space' offers guests an enhanced dining experience and special events venue. The \$11.7 million two-story lodge was constructed for Omni Leisure. At just over 17,000 sq ft, the lodge features interiors designed by TruexCullins Architecture & Interior Design, working in concert with architects Bull Stockwell Allen and contractor Engelberth Construction.

Hotel Ziggy has been created to be simultaneously a boutique hotel and a neighbourhood hangout, crusading to keep the spirit of the Sunset Strip in a West Hollywood epicentre of music culture. Dawson Design Associates, an artistic studio that specialises in hospitality design, was approached to reposition the hotel in order to make it a part of the Unofficial Z Collection, a brand of the Pebblebrook Hotels developed in collaboration with DDA.

The art of Swiss hospitality has arrived in the Philippines with the soft-opening of the first Swissôtel property in Pampanga. Situated in Clark Freeport and Special Economic Zone, Swissôtel Clark is set to become a vibrant destination within the evolving city, a two-hour drive from Manila. As of March 1, 270 Premium and Swiss Advantage Rooms will be available for booking during the soft opening period, with the broader hotel complex launching in the last quarter of 2022. Situated in a contemporary 22-storey building, the 372 room Swissôtel Clark is the tallest hotel in the Northern Metro Manila region. The hotel incorporates a modern take on Swiss design elements and architectural touches, resulting in a space where guests feel at ease while they recharge.

With all this and more, it's time to sit back and marvel at all of the great projects across the world, courtesy of PREMIER HOSPITALITY INTERNATIONAL. ■

Amy Mastyla



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Hotel Ziggy

HOTEL ZIGGY HAS BEEN CREATED TO BE SIMULTANEOUSLY A BOUTIQUE HOTEL AND A NEIGHBOURHOOD HANGOUT, CRUSADING TO KEEP THE SPIRIT OF THE SUNSET STRIP IN A WEST HOLLYWOOD EPICENTRE OF MUSIC CULTURE.



Originally a 1950s wood frame building, the hotel existed on Sunset Boulevard when it was the home to many major record companies and the heart of the LA rock and roll scene. Many famous names are known to have spent time in the original Tower Records and what was The Continental Hyatt, now the Andaz, including Elton John, the Laurel Canyon musicians and The Rolling Stones. Located next to Mondrian Los Angeles, Hotel Ziggy is the last standing rebel on the block.

Dawson Design Associates, an artistic studio that specialises in hospitality design, was approached to reposition the hotel in order to make it a part of the Unofficial Z Collection, a brand of the Pebblebrook Hotels developed in collaboration with DDA. »

“ We love creating interactable spaces that become part of the community and Hotel Ziggy is in the right place, in the right time. Supporting musicians in their efforts to be seen and heard is our mandate. We can't do that without shining a light on the complicated relationship between the corporations that sell the music and the musicians that create it, it goes both ways and is a good conversation that needs to be had.



Andreas Dawson Sheehan, Art Director and Principal at DDA said: "We jumped at the opportunity to transform what had become another hotel with a dated look.

"It was easy when designing Hotel Ziggy to give the venue back to the music scene, celebrating the history of the location and the attitude and lifestyles of musicians who are still performing today.

"Every element of the space is designed to support the rebellious and independent attitude of musicians, especially those struggling to be heard. In honour of David Bowie's 'Ziggy Stardust', the name looks to music that is always experimenting with the limits of creativity and conformity."

Formally the Grafton Hotel, DDA stripped away much of the previous work that had taken place on the hotel in an effort to make it look modern, and instead embraced the exposed foundations of the awkward structure for its original, authentic design.

The studio had complete creative freedom when designing the interiors of Hotel Ziggy after working with the client for 22 years, beginning the process in the early Spring of 2021 with the hotel opening its doors in April 2022.

The aesthetic of the hotel is gritty and authentic, embracing the differences of the structure whilst challenging conformity. DDA worked with a lot of artists in the design process for this hotel. CJ Hungerman, for example, did the exterior and the first-floor murals, whilst Julie Coyle and her team at JCAA created the 'Boom Hox' mural and the layers of decoupage. Julie also built the sculptural light mobile hanging in the entryway, designed by DDA, that is made of dozens of old woofers and horns from old amplifiers/speakers of the 1960s and 70s. Briani Mock built the 'Rocker Queen' sculpture to honour female rock artists, made from recycled musical

instruments and metal.

The reception desk is located at the end of the bar to point directly to the type of party atmosphere the hotel wishes to create, focussing on not taking itself too seriously in its design or reputation. Advertised as the only requirement for the hotel is to 'just be who you are.'

Andreas added: "We love creating interactable spaces that become part of the community and Hotel Ziggy is in the right place, in the right time. Supporting musicians in their efforts to be seen and heard is our mandate. We can't do that without shining a light on the complicated relationship between the corporations that sell the music and the musicians that create it, it goes both ways and is a good conversation that needs to be had." ■



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