



PLACESWEB n.05 LUGLIO 2013

www.placesweb.net

COVER **ANTTINEN OLIVA** Helsinki University Library

YEAR 3 NUMBER 5 luglio 2013 july TRIMESTRALE / QUARTERLY ANNO 3 NUMERO 5

Direttore responsabile **EDITOR IN CHIEF**

Monica Zani

Direttore esecutivo

Erika Gagliardini

Direttore editoriale MANAGING DIRECTOR
Art Director

Dario Gagliardini

Hanno collaborato a questo numero Contributors to this issue Judith Alexanders Isabel Galan Marina Bottons Carolina Alessandri

REGISTRAZIONE TRIBUNALE DI MILANO
Registered to Court of Milan n. 213 del 15/04/2011

LIBRI / BOOKS

DEDICATED TO THE CONTRACT DESIGN Dedicati alla progettazione contract

EDITORIALE / BOOKS

THE SEARCH AS DEVELOPMENT La Ricerca come Sviluppo

INTERVIEW PROJECTS

DAWSON DESIGN ASSOCIATES HOTEL ZETTA San Francisco

Monica Zani

JEAN FRANCOIS BODIN LA PLAGE

Casadelmar

Erika Gagliardini

PROJECTS

CONSONNI INTERNATIONAL DESIGN 28 HOTEL STARING

Geneve

Carolina Alessandri

SHOWROOM

STUDIO MARCO VIOLA

GLASS Milan

Erika Gagliardini



Andrea Dawson Sheehan Art Director & Principal



April Kotjan Project Manager, Designer



CRAIG Hardman Sr. Concept Architect

DDA

DAWSON DESIGN ASSOCIATES

Hotel Zetta, San Francisco

BY MONICA ZANI

The Zetta Hotel is located 'in the middle' of fashion, arts, music and technology in San Francisco. It was an existing hotel, built in 1913, the transformation; is aimed at meeting the needs of a high-level target

As an artistic studio specializing in Hospitality Design, Dawson Design Associates, Inc. approaches each new assignment with the goal to create spaces that provoke passion and engage our guests both intellectually and visually. We want their experience and interaction with the hotel to be both intimate and personal. As a collaborative design team, study, which recently opened an office in London, strives to push beyond the ordinary to reach the extraordinary, with the aim to create an experience that provoke strong emotions and lasting memories: the goal is to open people's eyes and minds to discover the surprise and joy of a unique hotel experience. Our interiors are our canvas. The guests, our audience.



To face the complexity of a modern hospitality structure, what is at the base of your project idea?

rt plays a significant role. One of our challenges has been to find new and innovative ways to blend the play areas and work areas inside the lobby, an experience that fits perfectly. Art as an integral part of the identity and part of the experience. Sustainability and re-purposing / recycling had to be another fundamental value. Our goal became to to merge art and sustainability, in a natural way, personalized and meaningful. We used sustainable materials throughout the hotel paired with the art, dynamic and engaging, based on ideas of reuse and recycling in a funny and surprising way.

Old bottles form the wall sculpture in the back of the bar







Which is the architectonic project?

We needed an environment that was welcoming and luxurious. Art, technology and sustainability elements needed to join the group Viceroy A Hotels. The hotel was supposed to be the meeting place, where to go after work, to socialize and meet. Designed for innovators and artists, we wanted to create a luxurious place that would capture the spirit, needs and attitudes of an audience mostly made up of the 'Millennial Generation', but who can still attract people of all ages from independent personality, progressive and creative.

Which are the criteria followed in the choice of materials and which use do they have inside the building?

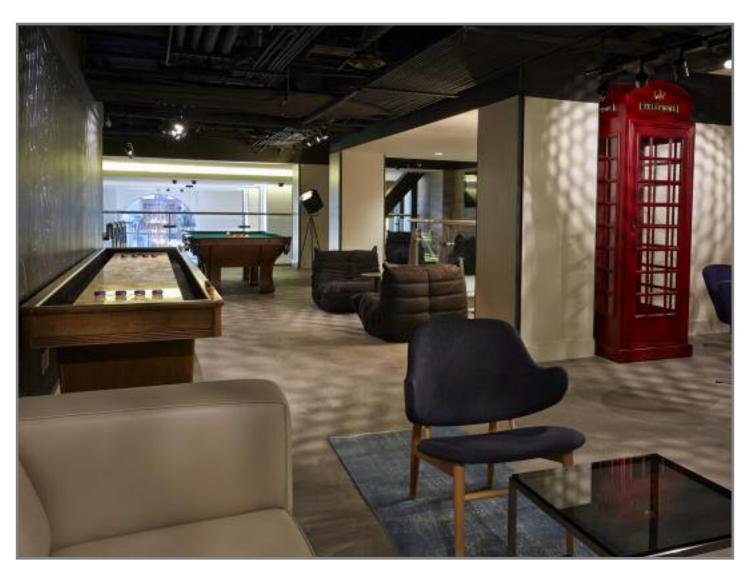
The hotel integrates eclectic architecture and sustainable, with technical elements and recycled furniture and ultra-modern luxury.

For example, some chandeliers are made up of 1,200 pairs of recycled eyeglasses, while another is made up of broken pieces of Murano glass chandeliers. The big 'sculpture' which is a Great Dane dog placed in the lobby, is made of old forks, tools and bolts. The wall behind the bar is a glass sculpture with two floors, consisting of old wine bottles and iron. The carpets are a number of Persian carpets used in Indian, Turks and Pakistanis villages, who have been stitched together to create a unique rug, place in the lobby. The reception lobby was made of reclaimed wood from a lumber yard and an entire wall is 'equipped' with the game 'Plinko'.

In addition, the hotel, like all the chain hotels Viceroy, will include a program called Second Nature, which includes recycling and composting of materials, energy and water conservation program, and will work to become an official point recycling of electronics.

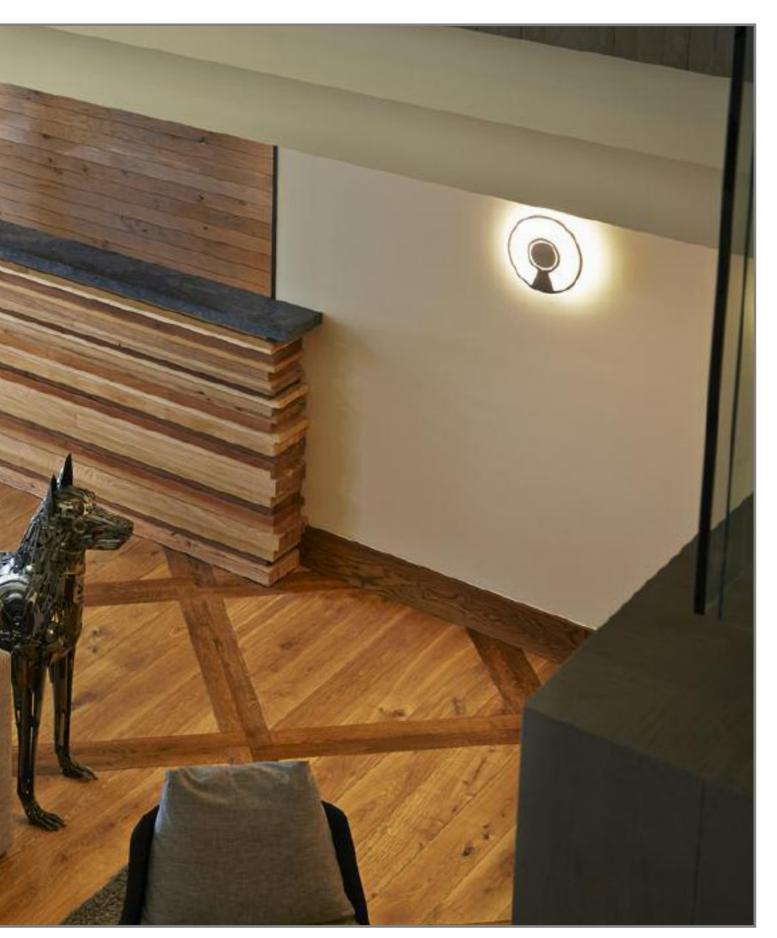
The corridor and the meeting room on the walls have a curated collection of photographs from around the world who have a common theme discarded objects, which are collected for re-use and recycling. Abandoned objects are a sign both the past and share as objects of trade, both as a common future, as they are raw materials accurately ordered that will be recycled in a wide range of new consumer goods. The images make it perfectly clear responsibility and commitment to the future of the environment by the Hotel Zetta, as they continue to find new ways to reuse, recycle and re-purpose the remains of our consumer culture. Once the program is fully operational, it will require the certificate and try to become Green Seal Green Key.













The corridor is customized by blow-ups common theme representative from everyday objects to be collected and recycled





How did you melted the art, technology, sustainability and playfulness?



The lobby is our social network's physical structure, where the center is the bar, and on a wall the game 'Plinko' that binds the lobby vertically to the mezzanine where there is the games room of 1500 square meters. Evoking the feel of a sophisticated family room, games room has a pool table, hockey table and video games. The wall panels are made from old doors, sanded and stained.

Also rooms, 116, reflect the characteristics of fusion between art, technology and sustainability. Recently renovated, with a surface area from 250 to 750 square meters, are characterized by an elegant and modern design combined with natural elements and they provide the feeling of being inside an urban loft. All are equipped with equipment, to be able to connect with the latest technology and the bathrooms are large and bright.

Superior rooms of 250 square meters, the Deluxe rooms, 300 sqm, the Premier Studio Rooms have an area of 360 square meters and Zetta Suites, apartments of 800 square meters, are equipped with wireless Internet access, a system with docking station Bluetooth and streaming capabilities, a TV monitor to 46 "with internet browsing capabilities and HD channel lineup.

Meeting space is available on an hourly basis, for a creative session or for business meetings. With the completion of the renovation, the hotel will feature more than 2,760 square feet of space for private events, including three meeting rooms and a reception.