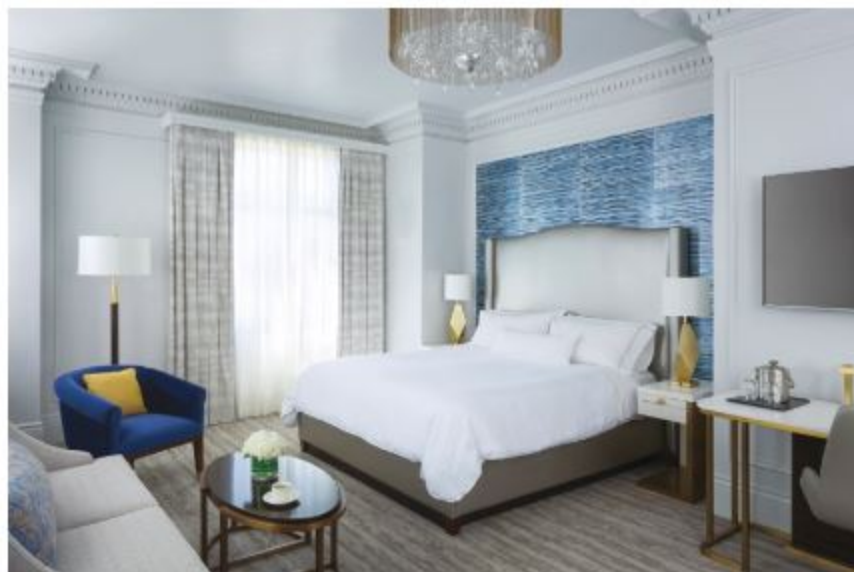




“THE PARIS OF THE WEST”



GRAND REVIVAL

This hotel harmonizes history & future

WORDS BY GREGG WALLIS

When The Westin St. Francis was built in 1904 in San Francisco, the city was known as “The Paris of the West” for its architectural scale and beauty.

So when the hotel, which has become known as the “Grand Dame of Union Square,” underwent a \$45-million restoration recently, the design firm ForrestPerkins took that theme to heart.

“The new interior design brings back to life the elegant history of this iconic hotel by honoring San Francisco’s history, as well as the grand history of The Westin St. Francis,” said Colletta K. Conner, associate principal, ForrestPerkins. “The modern and fresh nature

of the furnishings and finishes in the suites results in a pleasing juxtaposition with the historic architecture.”

The designers worked to strike a balance between old and new. “The new is elegant and beautiful; however, not overpowering to the beautiful historic architecture,” she said. “They seem to strike a perfect balance harmonizing the spaces. The design works so well because the new interior design embraces the original elegant nature of the architecture. Careful attention to historic detail was paid to preserve original moldings and cornices. Through the creative use of color, texture and artwork, a juxtaposition of the old and the new emerges, and allows each to support the other.”

The new look of the guestrooms and corridors is reminiscent of a lovely spring day in Paris, according to the firm, with a color scheme of Parisian blue, goldenrod yellow and

peony pink that complements the beauty of the original crown molding, crystal chandeliers and high ceilings.

Expansive hallways—originally designed to accommodate the large hoop skirts women wore in the early 1900s—are adorned with blue-gray tones and bespoke carpet in shades of bright blue and pale gray in an asymmetrical floral motif.

In addition to renovating and enhancing the existing rooms in the historic building, areas formerly utilized as offices or storage were transformed into six new guestrooms. “While adding capacity and revenue for the property, we remained true to the beauty and architecture of this stylish building,” said Conner. “ForrestPerkins took a residential design approach to the project to reflect the hotel’s elegant past and position it to retain its renowned status in its second century.”

*“FURNISHINGS & FINISHES...
A PLEASING
JUXTAPOSITION”*

