

## WEB EXCLUSIVE: In San Francisco, Laurel Inn Gets a Retro Modern Renovation

Wednesday March 15th, 2017 - 9:00AM



Laurel Inn, a Joie de Vivre Hotel

SAN FRANCISCO—Removed from the frenetic pace of the city and set in the affluent Pacific Heights neighborhood, Laurel Inn, a Joie de Vivre hotel, mixes and mingles with the grand architecture—Victorian, Mission Revival, Edwardian—of its residential locale. With a previous renovation executed in 1998, it was time for a makeover that would take the property into a modern era while acknowledging its mid-century beginnings.

“The building was built in the 1950s as a modern structure, the first inn in the heart of the upscale Pacific Heights neighborhood where most houses are Victorians. This led to adapting a residential, upscale and retro design approach,” said Oren Bronstein, principal of Oren Bronstein – Hotel Design.

Bronstein is working in familiar territory, having given the hotel its previous “face-lift” aimed at providing a fresh look on a limited budget, which didn’t include infrastructure or bathrooms.

This time around, Bronstein’s intention was to take things much further. A full-scale overhaul was planned and included updates to all infrastructures—electricity, plumbing, air conditioning, etc.—and the addition of new bathrooms. There were also codes to contend with, including electricity, lighting, ADA requirements and the removal of asbestos panels throughout the building. Oh, and don’t forget he still needed to create a fresh identity for the property.

“The full-scale renovation is now entering its last phase and will take a total of about six months for planning and design followed by six months for construction,” said Bronstein. “The main references for the inspiration for the design were the era of construction of the hotel—the 1950s—and its setting in the upscale and residential Pacific Heights. It was very important for me to achieve a luxury, residential look and feel for the property. This led to designing furniture pieces inspired by the aesthetics of the era, using American walnut wood finishes, velvet and geometric patterns.”

There was a lot to be done and Bronstein curated a team able to translate his vision into the actual product: Monika Herz, project manager; Stan Teng is the architect in charge of bringing the building up to code; Yehuda Strasser is the contractor. In addition, Bronstein collaborated with David Norkros from Hospitality Furniture on the casegoods; selected GFI for curtains; and Shaw Hospitality for carpets.

Bronstein brought in a local flavor to the design through the art of Bay Area painters from the ’50s in the guestrooms. Rob Delamater, owner of Lost Art Salon San Francisco, served as the art curator for the project.

The current aesthetic of the hotel is a fusion of the mid-century architecture and a stylish, contemporary interior, he noted. “The spirit of the era is brought inside using a rich blend of current, luxury fabrics and patterns. A moderate color palette of light blues, greens and brown tones down the rich combination of textures,” he said. “Combined with retro-inspired furniture pieces, the design is aimed to create an experience that is as glamorous and stylish as it is comfortable and inviting.”

—Corris Little