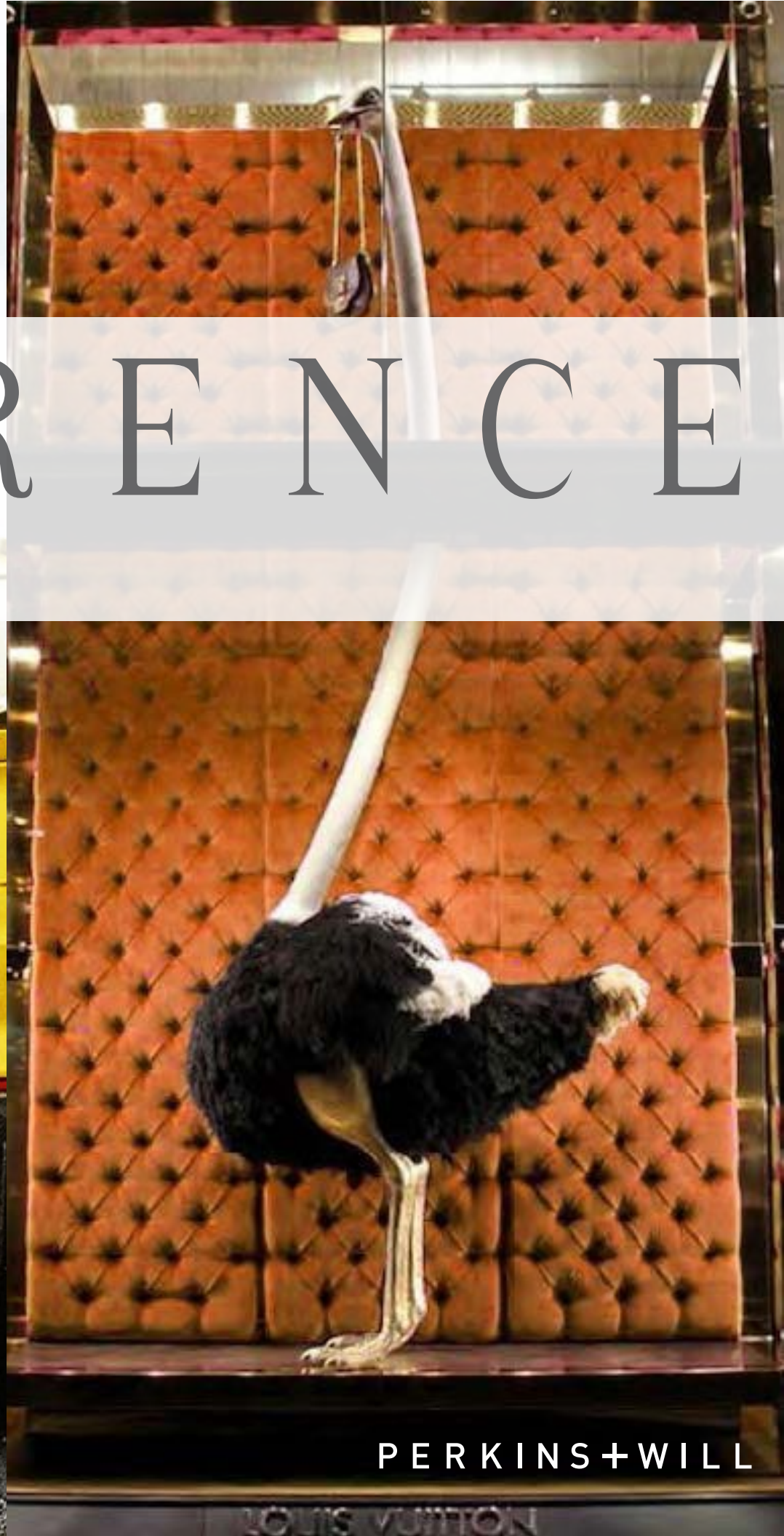


VILLA FLORENCE

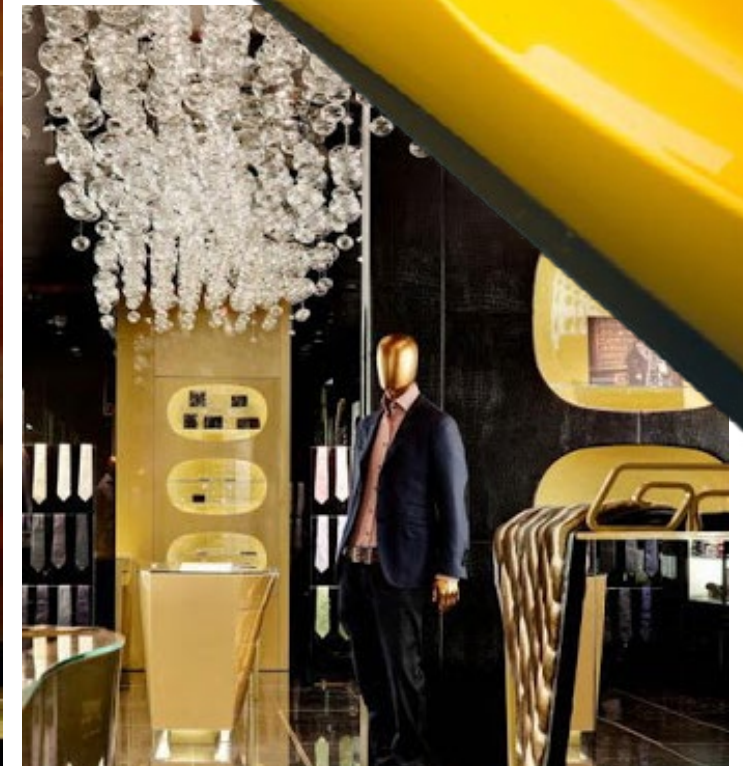
SAN FRANCISCO

Concept Presentation
'REISSUED'
January 24th, 2017



LUXURY RETAIL | STORY

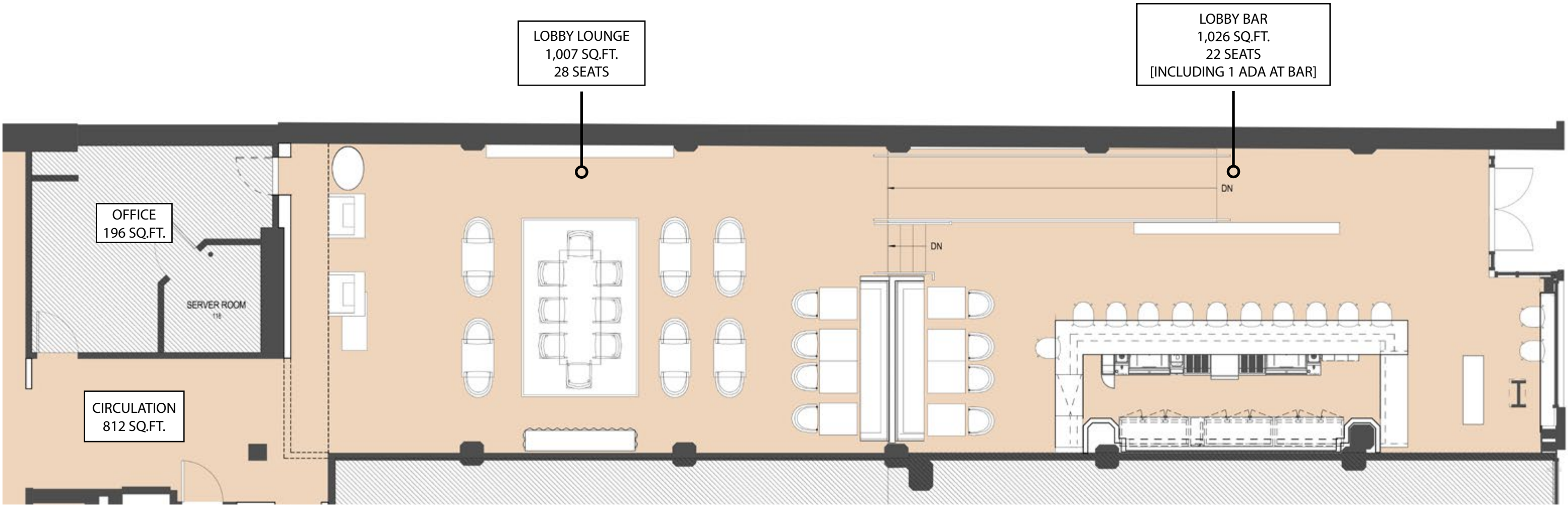
Italy is home to the most luxurious and innovative retailers and designers in the world. Their first-class craftsmanship overlaps into the unique and eye-catching moments that make their designs so memorable. The retail-driven attitude and inspiration drawn from the passion and performance of an exquisite Italian car instructs the Villa Florence lobby to be an edgy bar & lounge that guests will find unforgettable. An added retail wall will display iconic handbags from Italy along with carefully curated and eclectic items designed by local San Francisco artists.



LOBBY LEVEL | OVERALL PLAN



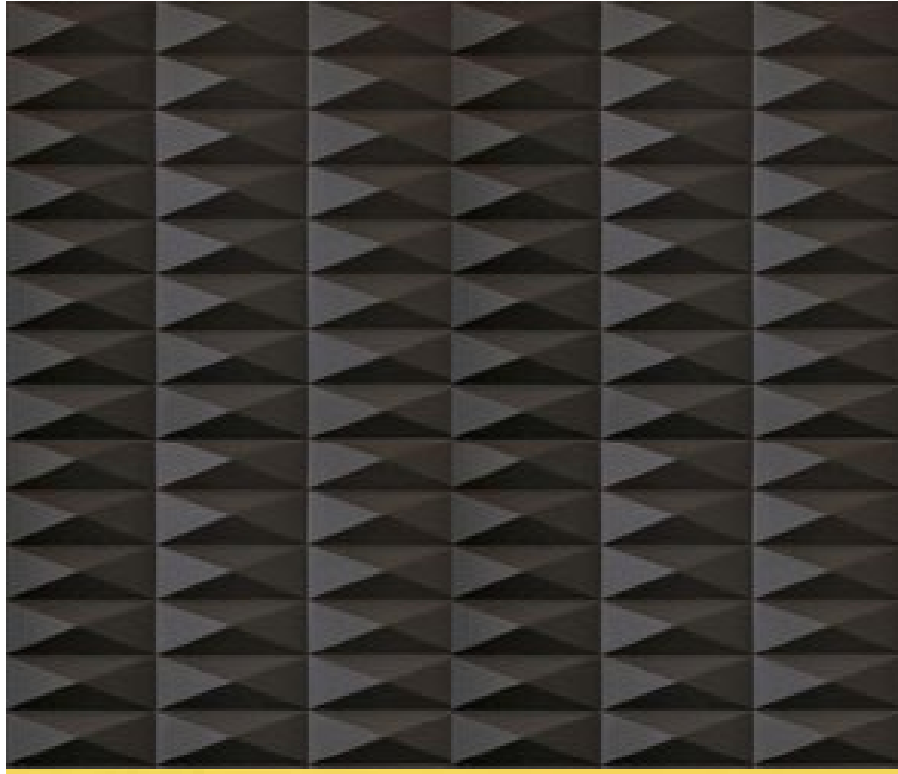
LOBBY LEVEL | ENLARGED PLAN



LOUNGE | RENDERING



LOUNGE | FURNITURE



3D BLACK TILE & HIGH-GLOSS YELLOW PANEL AT FIREPLACE



OSTRICH BODY WITH SWAN NECK AND HEAD



CHAIR AT TABLE

TABLE BASE

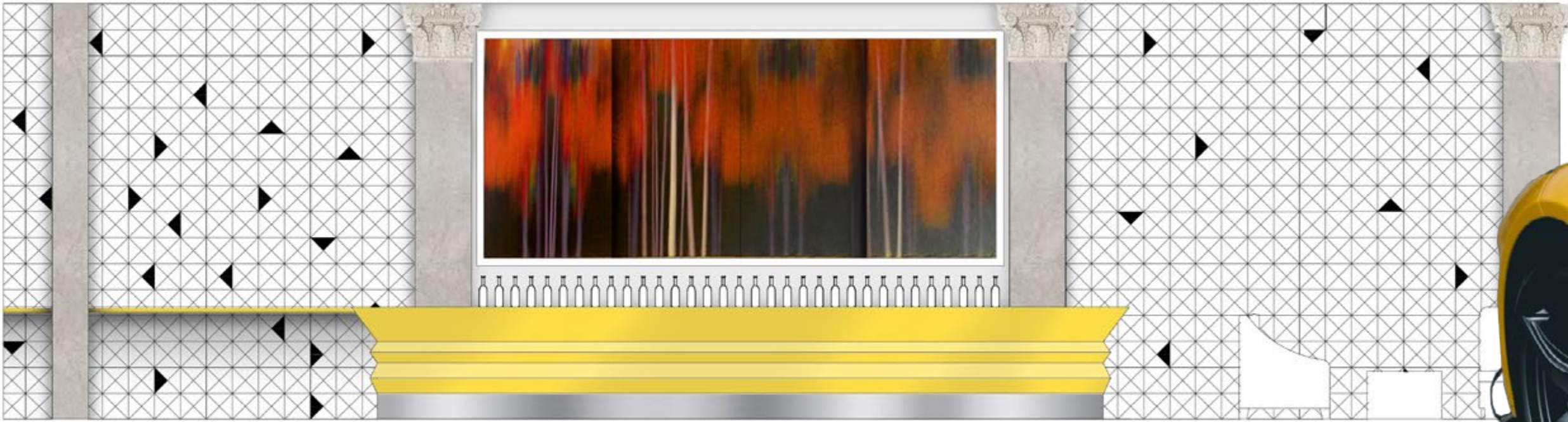
AREA RUG



BAR | RENDERING

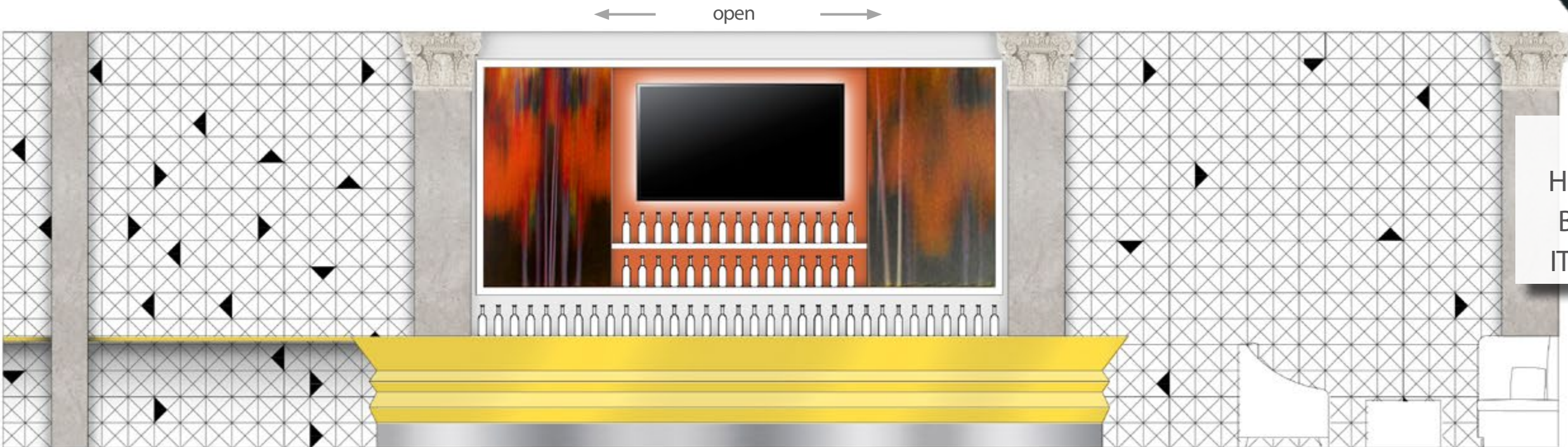


BAR | DESIGN SOLUTION



BAR ELEVATION - CLOSED

Back bar displays eclectic and locally curated painting with bottle or glass storage below



BAR ELEVATION - OPEN

Back bar opens to display backlit 60"TV and bottles or decorative accessories



BAR WITH ATTITUDE,
HIGHLY-LACQUERED YELLOW
BAR INSPIRED BY THE SLEEK
ITALIAN AUTOMOTIVE FINISH

THE CELLAR | EXISTING CONDITIONS



EXISTING PREFUNCTION



EXISTING VESTIBULE

NEW ELEVATOR LOBBY

NEW LIT FEATURE WALL

NEW WALL + CEILING FINISHES TO CREATE CELLAR

NEW WOOD FLOOR



EXISTING MACHIAVELLI



EXISTING DA VINCI

NEW LIGHTING

NEW WALL + CEILING FINISHES

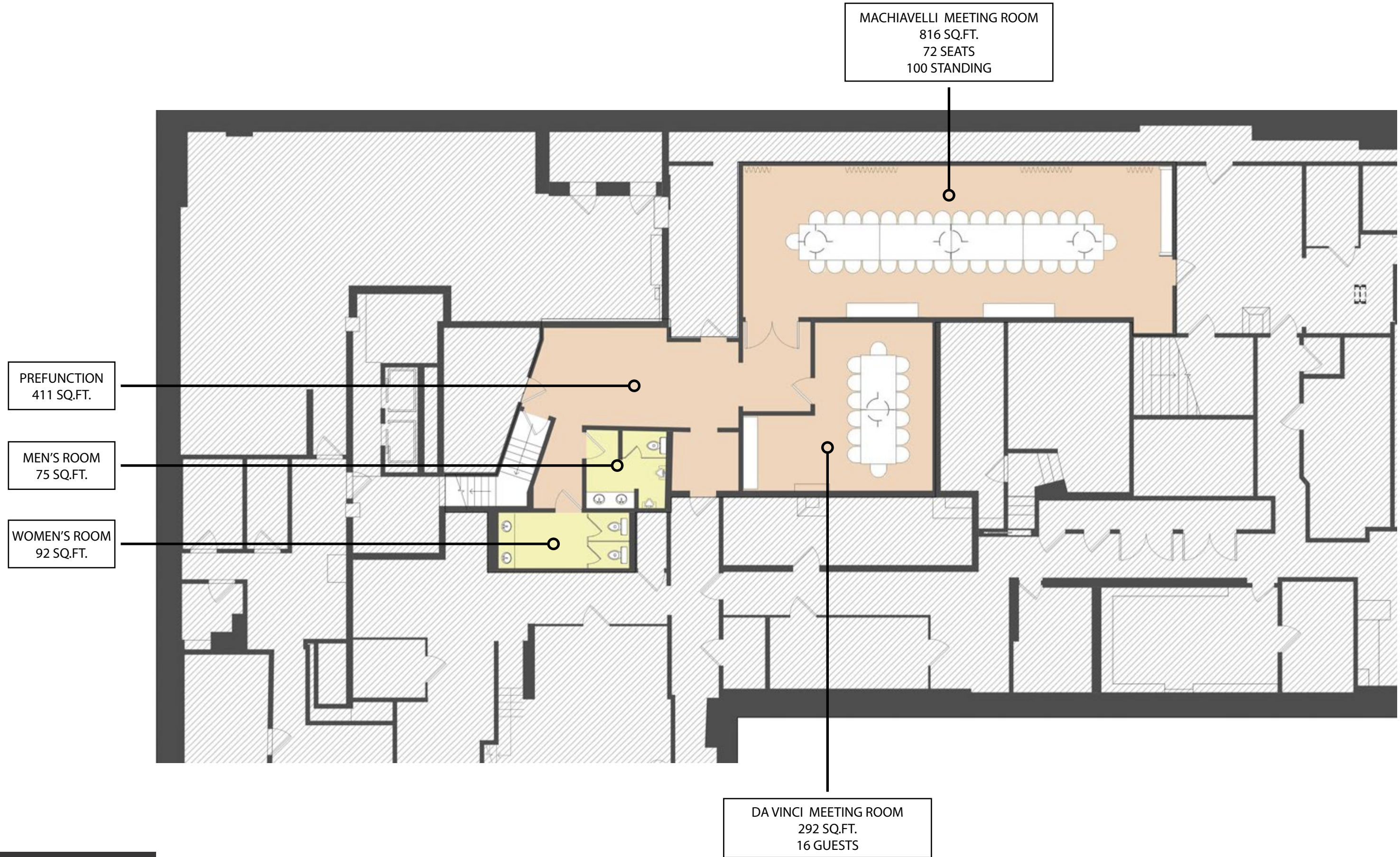
NEW FEATURE WALLS

NEW CARPET



EXISTING MOBILE BAR

THE CELLAR | OVERALL PLAN



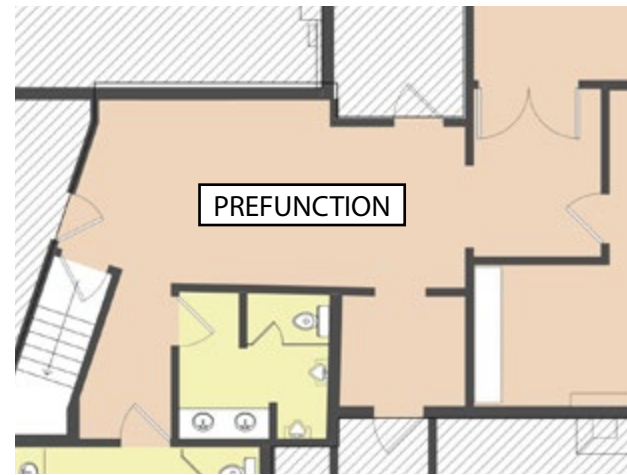
THE CELLAR | PREFUNCTION & MEETING ROOMS



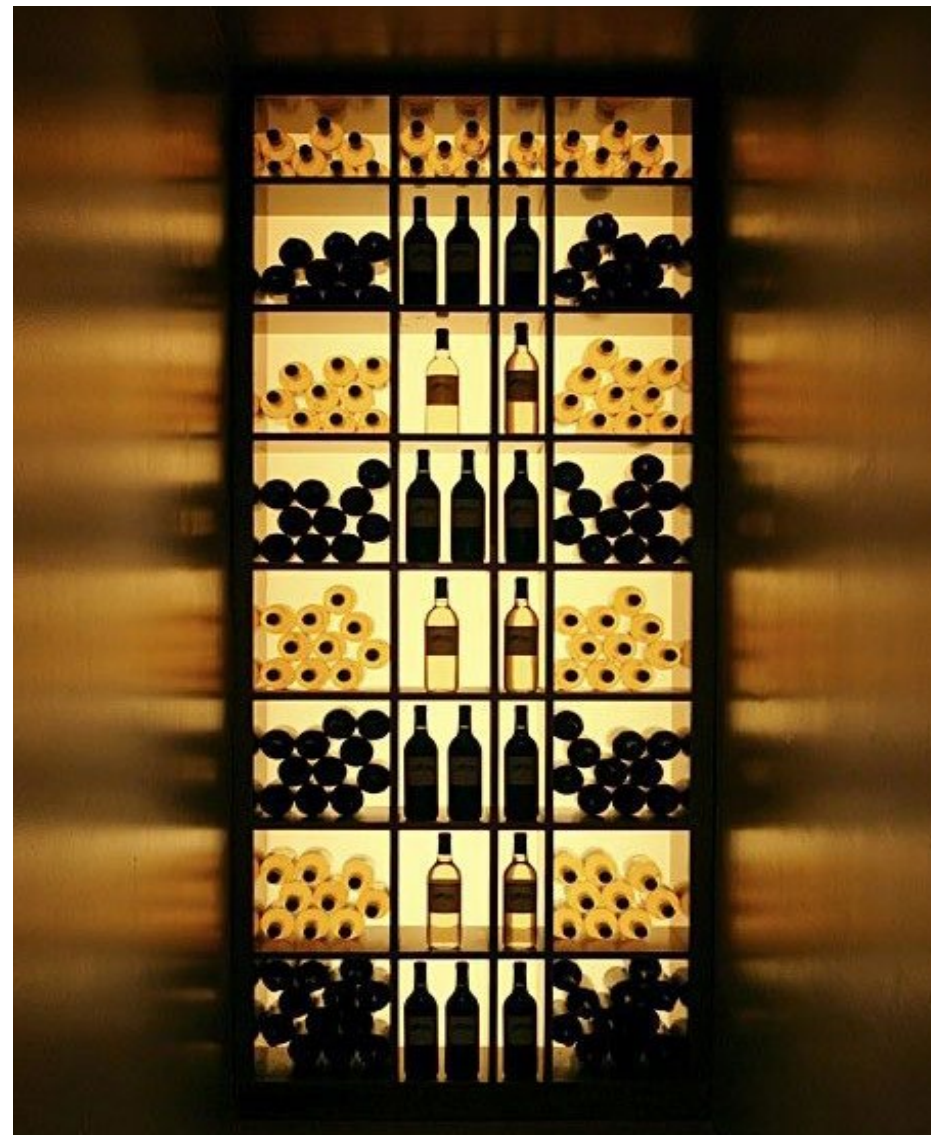
THE WINE CELLARS OF ITALIAN PALAZZOS ARE RENOWNED FOR ELEGANTLY INFUSING CONTEMPORARY LIFE INTO HISTORIC SPACES TO PRODUCE A TRULY UNIQUE ENVIRONMENT. THE VILLA FLORENCE PRIVATE DINING AND MEETING ROOMS EXHIBIT THE ESSENCE OF THESE WINE CELLARS THROUGH THE USE OF QUALITY MATERIALS, SOPHISTICATED CRAFTSMANSHIP, AND EXQUISITE LIGHTING. IT IS THE BEAUTY OF THE UNEXPECTED AND THE ATTENTION TO DETAIL THAT PROVIDES GUESTS WITH AN INTRIGUING DISCOVERY EXPERIENCE THAT ENHANCES THE CHARMING EUROPEAN AMBIANCE.



THE CELLAR | PREFUNCTION



CONTEMPORARY WINE CELLAR FEATURE WALL

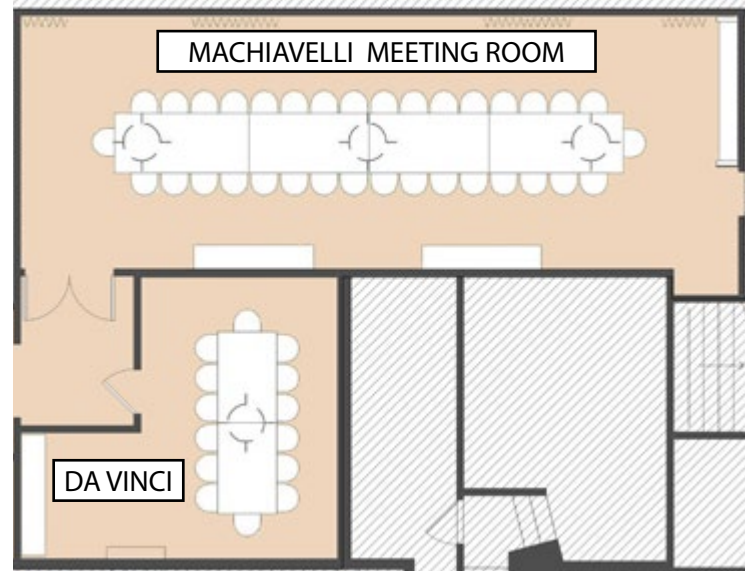


CONTEMPORARY ART CELLAR FEATURE WALL



RICH, TRAVERTINE WALLS W/ ACCENT LIGHT

THE CELLAR | MEETING ROOMS



NEW LIT BOTTLE FEATURE WALL WITH LIGHT TABLES & CHAIRS

NEW VENETIAN PLASTER WALLS WITH CLASSIC DRAPERY

NEW SOPHISTICATED MOBILE BAR

THE CELLAR | MEETING ROOMS

FIXED DRAPERY

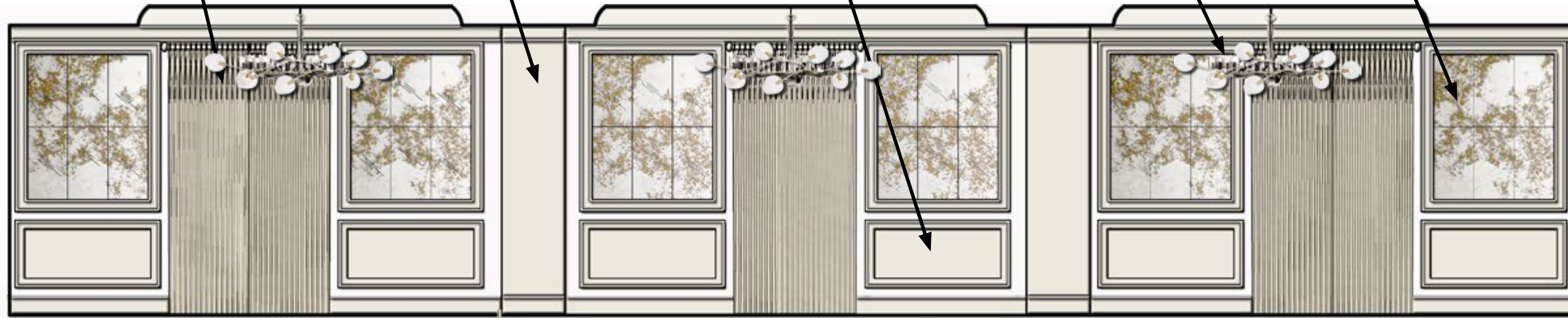
RETRACTABLE PARTITION

VENETIAN PLASTER

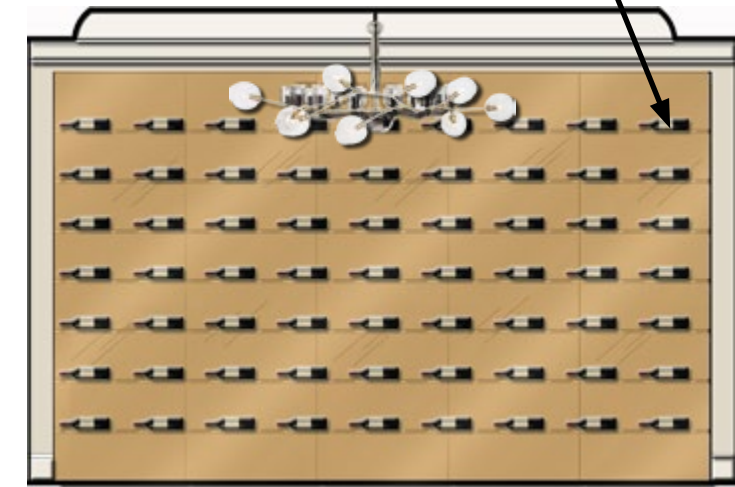
NEW GLASS CHANDELIER

ANTIQUÉ GLASS

BACK PAINTED GLASS BEHIND WINE BOTTLES WITH POLISHED SMOKED GLASS IN FRONT



TYPICAL ELEVATION



FEATURE WALL ELEVATION



WENGE WOOD MILLWORK BAR

POLISHED SMOKED GLASS

STONE BAR TOP

ANTIQUÉ GLASS

VENETIAN PLASTER

MATTE CHAMPAGNE BACK PAINTED GLASS

NEW CARPET

SECOND FLOOR | OVERALL PLAN

* CONFIRM CURRENT USE OF THIS SPACE
* CONFIRM IN SCOPE OF WORK

*BOARDROOM
187 SQ.FT.

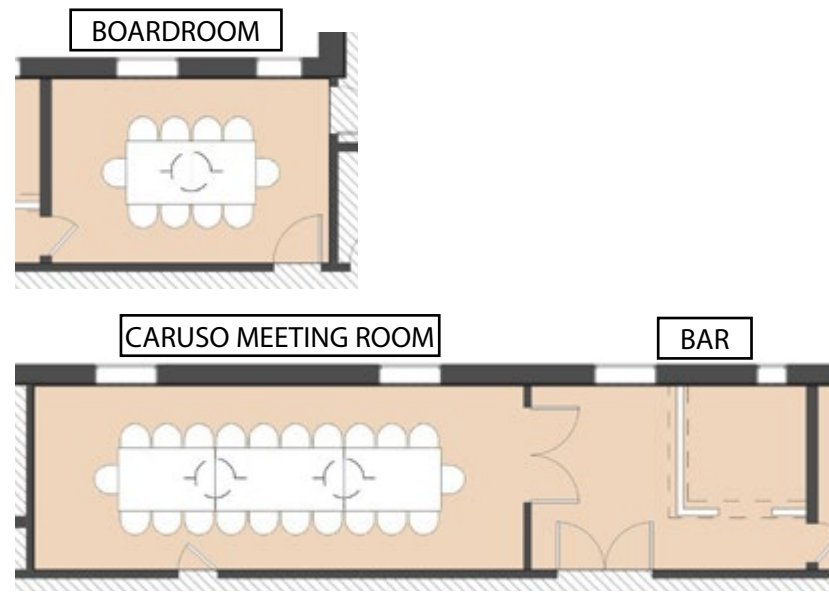
BAR
199 SQ.FT.

CARUSO MEETING ROOM
330 SQ.FT.
28 SEATS
40 STANDING

FITNESS CENTER
199 SQ.FT.



SECOND FLOOR | MEETING ROOM + BOARDROOM



NEW LIT BOTTLE FEATURE WALL WITH LIGHT TABLES & CHAIRS

NEW VENETIAN PLASTER WALLS WITH CLASSIC DRAPERY

NEW SOPHISTICATED MOBILE BAR

SECOND FLOOR | MEETING ROOM + BOARDROOM

FIXED DRAPERY

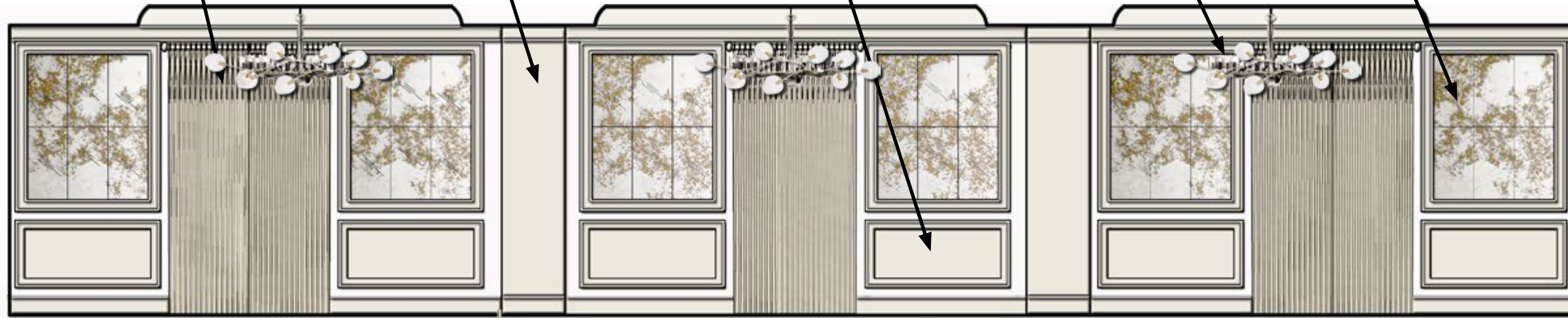
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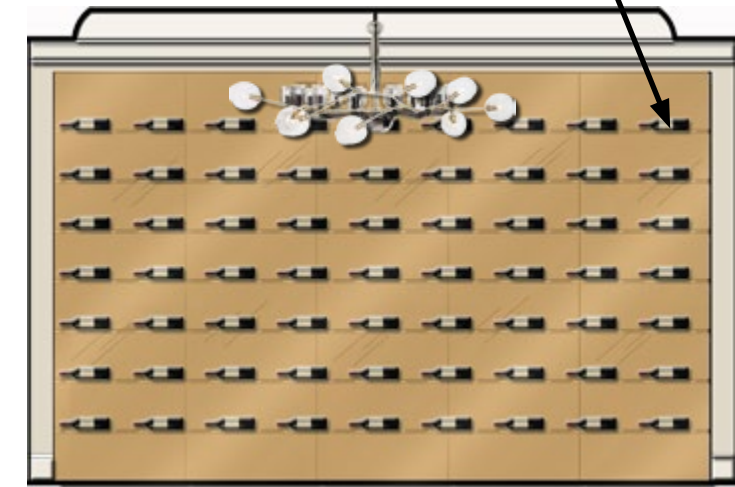
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TYPICAL ELEVATION



FEATURE WALL ELEVATION



WENGE WOOD MILLWORK BAR

POLISHED SMOKED GLASS

STONE BAR TOP

ANTIQUÉ GLASS

VENETIAN PLASTER

MATTE CHAMPAGNE BACK PAINTED GLASS

NEW CARPET



VILLA FLORENCE

SAN FRANCISCO



Jacqueline McGee

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JOB NO.	15002
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DRAWN BY	VSD
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SHEET NO.	
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SK 4.4

TWO-TONE MASONRY SPEAKS TO ORIGINAL COLOR PALETTE OF STRUCTURE

STOREFRONTS SERVE DIFFERENT PURPOSES, BUT ARE ARTICULATED CONSISTENTLY TO ACCENTUATE STREETSCAPE RHYTHM

PROMINENT HORIZONTAL FEATURES CREATE A COHESIVE STOREFRONT WALL ALONG POWELL STREET

DARK COLORED METAL CONTRASTS AND HIGHLIGHTS THE LIGHTER COLORED SURROUNDING ARCHITECTURAL ELEMENTS

BLADE SIGN SERVES AS SECONDARY HOTEL SIGNAGE

EARTH TONE MARBLE BULKHEAD ACCENTS

(E) COLORS TO REMAIN

(N) MARQUEE PROVIDES SIGNAGE, LIGHT, AND DEMARKATION OF HOTEL ENTRANCE



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PROPOSED POWELL STREET FACADE

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SHEET NO.

SK 4.5

POWELL STREET RENDERING

1



POWELL STREET SIGNAGE 2



VIEW ALONG HOTEL ENTRY ON POWELL STREET 1

SA
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PROPOSED POWELL STREET SIGNAGE

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