

## Fridays with KGD Lifestyle Interiors



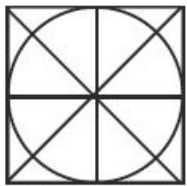
Up on the blog this week, we are discussing art in hospitality design. At KGD, we know that art plays a crucial role in our hospitality designs, especially in hotels. It goes beyond mere decoration. It enhances the guest experience, communicates the hotel's identity, and sets the ambiance.

We recently visited Hotel Zena, located just off of Thomas Circle in DC. Upon stepping into the contemporary high-rise, guests are immediately welcomed by a captivating display of art exclusively crafted by women, paying tribute to the female experience and the journey of femininity. While the prevailing essence of this sophisticated boutique Viceroy hotel undeniably revolves around feminism, what truly distinguishes it is the meticulous attention to detail and the handpicked art ensemble that adorns its premises. Remarkably, this establishment made its debut amidst the challenges of the pandemic and has since evolved into a sought-after destination for overnight stays, themed gatherings, and a splendid collection of artwork.

Tina Delia, NCIDQ  
Director of Lifestyle Interiors  
"Fridays with KGD Lifestyle Interiors" Editor

♡ Tina Delia



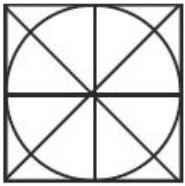


## ■ Creating a Memorable Identity



Conceptualized by Dawson Design Associates (DDA), every curve of Hotel Zena was designed to lead to another moment of discovery for those with the time to explore. Provocative art and design are at the core of Hotel Zena, where guests are immersed in over 60 pieces of gallery-quality art created specifically for Zena by a distinguished group of artists working globally for the cause of human rights. The art revolves around the courage of some of the world's most notable people and their fight for inclusivity and change. All the pieces are original and painted, photographed, sculpted and stitched by feminists of both genders with powerful stories to share.

Hotel Zena's exterior was designed by DC-based art director, muralist, designer, and illustrator Cita Sadeli, more popularly known as MISS CHELOVE. Her vision for Hotel Zena's mural was to create an atmosphere of intrigue composed of a pair of fierce yet curious warrior-sentinel women protecting the sanctity of the space.



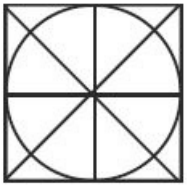
## Setting the Mood



The reception desk often serves as a focal point in a hotel's lobby area. It's one of the first things guests see when they enter the hotel, so it's an opportunity to make a strong visual impression and set the tone for the overall design.

Upon entering the lobby of Hotel Zena, you will realize in the best possible way that this is not your typical hotel. It's bright and colorful, and women are everywhere. “Jigsaw” is a sculpture of upcycled high heels at the hotel’s reception desk making the first feminine statement.





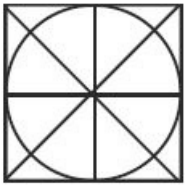
## ■ Hosting an Immersive Guest Experience



Perhaps the most striking feature of the gallery is the massive Ruth Bader Ginsburg portrait. The “notorious” late Supreme Court Justice is immortalized in a portrait comprised of sustainably-made, hand-painted tampons and bullets. The stunning pointillist portrait was created by Andrea Sheehan x Julie Coyle Art Associates.

Conceived by Andrea Sheehan, art director and founder of Dawson Design Associates who oversaw the hotel's design, the portrait is powerful, poignant, and made from 20,000 hand-painted tampons.





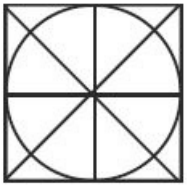
## Storytelling



Art helps a hotel establish a unique identity. Whether it's a boutique hotel with contemporary art or a historic hotel with traditional paintings, the choice of art can convey a distinct personality that guests remember and associate with the hotel.

The art at Hotel Zena was created by artists from around the world. Its installations range from paintings to photography, sculptures, and textiles all with the goal of empowering women.





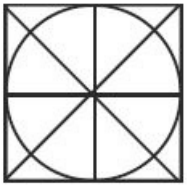
## Supporting Local Artists



The main floor of the hotel is home to Figleaf, the hotel's signature restaurant, and The Portrait Gallery. The display gallery features portraits of influential women who have significantly shaped women's rights and gender equality.

In creating this space, the hotel provided a curated team of artists with a list of the 30 most all-time powerful women's rights activists. They also asked the artists to then select the subject with which they most connected, creating a portrait of them in whatever medium or style they saw fit.





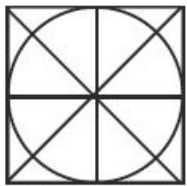
## Honoring to Reflect



Another unique installation is the hotel's "A Wall of Honor" that illuminates and features 221 individual charcoal-sketched portraits of men and women who have led the fight for women's rights, including Dolores Huerta, Florence Nightingale, Katherine Johnson, and Hillary Clinton to name a few. The Wall of Honor celebrates their lives, recognizes their sacrifices, and acknowledges their efforts to inspire the next generation to step forward and carry the torch.

It's an honor to walk amongst the path they paved for us.





## ■ Having Artful Touches

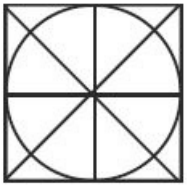


Hotel Zena's sleek collection of guestrooms and suites are styled for those that think as modern as they live. The art leaves room for contemplation with artful touches.

Guestrooms are appointed with contemporary glass showers that were transformed into part of the art statement with a commissioned portrait of the Goddess Artemis. The art can be seen from within the shower and from the room itself, forming a protective cocoon at the heart of the guestroom experience. Colors and materials were all selected to enhance the warmth of the spaces. The art also plays the role of watchful warriors.

**Check out the full collection of Hotel Zena's feminist artwork via their online catalog or by visiting Hotel Zena at 1155 14th Street NW.**





## ■ Sharing a Sneak Peek

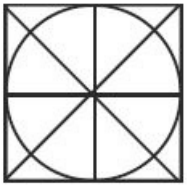


Nestled in the heart of Denver, this Kimpton Hotel is not just a place to rest your head, it's a canvas of inspiration and a sanctuary for the soul. KGD, together with Kara Mann, have been collaborating to create an unforgettable experience that combines the comfort of a five-star hotel with the enchantment of a world-class art program. This program will be intriguing, thought-provoking, and visually captivating. Moreover, it will be the heartbeat of the hotel when it delivers next year.

From contemporary masterpieces to emerging talents, the ever-evolving art collection will highlight the local music scene and showcase diversity in artistic expression. Whether you're an art enthusiast or a casual observer, you'll find something that speaks to your senses, inviting you to explore, question, and appreciate the beauty that surrounds you.

Stay tuned to our social media channels and website for more on this exciting project.





# KGD

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