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By Gemma Ralph Mar 8, 2018

Iconic San Francisco hotel unveils new name and major renovation

The 95-year-old iconic Serrano Hotel hotel will debut as Hotel Spero in April 2018, following a major refurbishment led by Perkins + Will.

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San Francisco's **Hotel Spero** (<http://www.hotelspero.com>) has completed a top-to-bottom renovation that honours the hotel's original 1923 Spanish Colonial Revival architecture.

Formerly known as the Serrano Hotel, the 236-room hotel is a well-known fixture of the Union Square neighborhood. The entire property, including the five meeting rooms and restaurant Jasper's Corner Tap & Kitchen, have been accepting reservations and remained fully operational throughout the \$16m dollar renovation.

"We are incredibly excited to announce that the brand new Hotel Spero will be unveiled next month on April 22, 2018," says Benjamin Malmquist, General Manager of the Serrano Hotel. "We found inspiration for the project from the rich history of our hotel and from the dedication that San Francisco philanthropist and former owner Lizzie Glide had for bettering San Francisco.

"Glide ensured that this hotel welcomed visitors to the City with open arms and our revitalised guest rooms, fitness center and multifunctional public spaces aim to continue that tradition. We want to ensure that our guests feel at home here whether they are traveling for business or for pleasure."

Hotel Spero provides guests a respite from the hustle and bustle of daily life through hospitality that focuses on sustainability, wellness and philanthropy. These three core values are demonstrated in various designs, from sustainably sourced renovation materials and chemical-free cleaning products to local giving programs, in which guests are invited to participate.

The site was originally built by famed San Francisco architect Edward E. Young and named the Hotel Californian. It welcomed visitors to San Francisco until 1935, when it was purchased by Lizzie Glide, founder of the Glide Foundation and Glide Memorial Church, to serve as San Francisco's only temperance hotel until 1978. Serrano Hotel and soon to be Hotel Spero are operated by Access Hotel and Resorts.

The renovations, led by architecture and design firm **Perkins + Will** (<https://uk.perkinswill.com/>), combine the rich historical aspects of the original hotel with unique design elements true to the spirit and heart of San Francisco.

The ornate Spanish Colonial style of the hotel has been infused with the modern influence of present-day San Francisco. It features a nature-inspired color palate mixed with rich, authentic colors of Spanish revivalism, providing guests a welcoming retreat from the hustle and bustle of the city.

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