

**THE MARKER SAN FRANCISCO UNVEILS BOLD, SOPHISTICATED
REDESIGN INSPIRED BY BEAUX-ARTS PERIOD
Lobby, Meeting and Event Spaces, and Living Room Entirely Reimagined**

Celebrating the style and history of one of the world's favorite travel destinations, [Joie de Vivre Hotels' The Marker](#) in San Francisco announces the completion of its multi-million dollar renovation. The sophisticated redesign of the Lobby, Meeting and Event spaces, and Living Room draws inspiration from the Beaux-Arts period by mixing unexpected scale and theatrical elements of its Union Square neighborhood while reflecting the city's expressive culture through memorable and bold art. Housed in a historic 1910 building originally opened as the opulent Hotel Bellevue, the newly renovated Marker pays homage to its location while delighting guests with playful spaces, bold expressions of color and a design full of personality.

Renovation Highlights

The sophisticated yet playful design was created by [Perkins+Will](#) design firm with project lead Jacqueline McGee. The architectural details of the hotel feature a simplified color scheme of soft whites and pale grays to create a canvas for colorful furniture, layered patterns, and dramatically placed art and lighting.

With rates starting at \$229 per night, key elements of the renovation include:

Lobby – Hanging magnificently over the entry, guests will walk into the hotel under custom lavender Murano-inspired chandeliers that each span more than 7-feet in diameter. Also greeting guests at the entry is a super-sized theatrical bird cage, reaching 12-feet high, created by Shawn Man Roland and inspired by *The Maltese Falcon*, the iconic book and later movie written by Dashiell Hammett when he lived in the neighborhood. The central historic fireplace is highlighted by new bookshelves adorned with a colorful collection, including *The Maltese Falcon*. The grand staircase is now in a bold blue, and at the bottom, an expansive tufted turquoise banquette made by local furniture maker Composition. Expressive art work from local artists sets the scene for the Union Square neighborhood and showcases the area's rich history. The new floor is a patterned black and white tile that complements the original historic stone flooring.

Living Room – Directly off the lobby, guests will enjoy the new Living Room featuring rotating local art exhibits and lively urban street views. The literary narrative, inspired by *The Maltese Falcon*, continues in this space with metallic wall coverings of printed books created by Aztek. New wood floors, custom patterned rugs from Surya, and custom furniture throughout reflect the bold design narrative. Guests gather in the Living Room for complimentary morning coffee and tea, as well as the wine reception and live local music daily in the late afternoon.

Meeting and Event Spaces – The Marker offers more than 12,000-square-feet of meeting spaces and ballrooms across 18 rooms with elegant charm; a clean, sophisticated atmosphere; and historic detailing. Spaces can welcome as many as 300 guests for larger celebrations or 12 or fewer for intimate gatherings. Continuing to draw inspiration from the area's rich entertainment history and *The Maltese Falcon*, the hotel uses signature landmarks and characters from the novel to rebrand the new meeting room spaces with fitting names, including: "Bellevue" (the previous name of the hotel), "Belvedere," "Wonderly," "Falcon," "Hammett," "Spade," "Archer," and "Bogart." The Marker also offers interactive

experiences for groups including, Wine Tasting Classes, Beer Pairing Workshops and a Chocolate & Wine Class.

Catering – Managing all catering for The Marker is the team at Tratto, the hotel’s stand-alone modern Italian trattoria and bar. Renovated and re-concepted in 2016 by Puccini Group, Tratto is now a San Francisco neighborhood staple for locals and visitors alike, offering breakfast, lunch, happy hour, and dinner, along with a selection of California and Italian wines and beers as well as a craft cocktail program.

Distinctive catering options are available for special occasions, casual events, and board meetings, with menus concepted specifically for a range of group sizes throughout the day based on both traditional favorites and themes reflective of the hotel's connection to Hammett's *Maltese Falcon*. The Farmhouse Breakfast features fresh local pastries, a seasonal vegetable quiche, and overnight chia seed parfait, and the Noir Brunch includes espresso waffles with Bourbon mocha syrup and a pork belly quiche, alongside other morning favorites. Chef-attended breakfast stations, such as omelets and crepes, create an interactive experience to start the day. For lunch, selections include a variety of buffets inspired by global flavors, including the Casablanca, which features a toasted couscous-vegetable salad with a cilantro curry vinaigrette and Moroccan-spiced chicken breast, complimented by baklava for something sweet. Or, the Downtown Deli buffet is ideal for meetings, with a variety of salads, soups, and sandwiches to please all palates. Whether dinner service is formatted as a buffet or plated experience, menu options feature highlights from the Tratto menu alongside dishes fit for a celebration, such as roasted pork tenderloin with potato-fennel gratin, wilted greens, caramelized apples, and a Dijon-cognac sauce.

For a mid-morning or mid-afternoon snack, The Marker offers a variety of break options, such as the Seventh Inning Stretch, with ballpark favorites, like a build-your-own nachos station, along with the Best of Tratto, with assorted salumi and artisan cheeses. Or, guests may enjoy a Coffee Break with a full espresso cart, cold brew coffee, and house-made cookies.

To elevate meetings and events to a more interactive level, guests can explore The Marker Experiences, including wine tasting sessions to deepen their knowledge of what’s in their glass and what foods to pair with which wines, hands-on cocktail classes complete with a take-home bottled cocktail, or an afternoon building their own pizzas, with a delicious payoff at the end.

Tratto’s Beverage Director, Cynthia Tran, crafted a selection of seasonal cocktails for brides and grooms to choose from. Options include: Pearification with Pear Vodka, Prosecco and Lemon; Rye Not with Rye Whiskey, Amaro, Sweet Vermouth and Marschino; Cranberry Mojito with Rum, Cranberries Lime and Mint, and Campari Loves Margarita with Tequila, Campari, Orange Marmalade and Grapefruit, among other choices.

The Location

Located two blocks from Union Square, The Marker is surrounded by the city’s most sought-after shopping, art galleries, restaurants, museums and theaters, including the Curran Theatre, A.C.T. and San Francisco Art Exchange. This year the area welcomed a new live music venue, August Hall, in a beautiful 1890s Victorian playhouse. Acclaimed bars including Pacific Cocktail Haven and Bourbon & Branch as well as top restaurants including Liholiho Yacht Club and Michelin-starred Kin Khao are steps away.

Guest Experience

The dramatic redesign caters to the artistic, cultured and adventurous traveler. The new, playfully designed public spaces complement the 208 guest rooms that were updated in 2013 to feature bold accents, a mix of textures and luxurious linens. Available add-ons include: in-room yoga mats and blocks, in-room spa services, and honor bar with gourmet and organic treats. Bicycle rentals are available to explore San Francisco and rooms are pet-friendly. The business and fitness centers are open 24-hours.

Making Your Mark(er) Package

Book the Making Your Mark(er) Package **and receive up to 30% off the best available rate.** Plus, make your getaway truly unforgettable with a three-course chef-curated dinner for two at in-house rustic Italian restaurant, Tratto, complete with a welcome “film noir” cocktail. Each package comes complete with a copy of the famed Maltese Falcon novel and the opportunity to make your mark by leaving a secret message in the books flanking our renovated lobby fireplace.

The Details

The Marker is a Joie de Vivre hotel, a Two Roads Hospitality brand founded in San Francisco in 1987. Holding the reigns as General Manager is Benjamin Duverge, whose more than 20 years in hospitality have included managing the Sir Francis Drake hotel in San Francisco, Hotel Zeta San Francisco, Viceroy Princes’ Island Istanbul and Viceroy Palm Jumeirah Dubai. The public spaces renovation at The Marker was completed in August 2018. Additional information and reservations at: 844-736-2753 and www.themarkersanfrancisco.com.

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Media Contacts

Leah Goldstein Public Relations Inc.

Tory Lorange Weiss
tory@toryweiss.com
503-803-0714

Leah Goldstein
leahDgoldstein@gmail.com
917-734-7565