



**How Design Happens at Joie de Vivre
Boutique Hotels, Nouvelle Motels, and Urban Renewal**

With nearly 40 boutique hotels, San Francisco-based Joie de Vivre is California's fastest growing and largest independent hospitality company. Each Joie de Vivre property has been carefully designed to celebrate California through its unique visual style and high design principles while expressing its individual personality. This innovative approach to hospitality design is the signature of Joie de Vivre.

The themed look of Joie de Vivre's properties represents a thoughtful departure from the gimmicky appearance of concept hotels that one might associate with Las Vegas or Orlando. At Joie de Vivre, every property's design is different. Themes and concepts are used to create the style infrastructure of a property, and they quietly guide the creative development without dictating obvious design solutions.

In San Francisco, Joie de Vivre has been at the forefront of the boutique hotel explosion. Its properties include the literary-styled Hotel Rex; the rock n' roll Phoenix Hotel and the Hotel Vitale, a luxury waterfront property that is hip and holistic, stylish yet accessible.

Joie de Vivre has also pioneered an unusual niche within the hospitality industry: "Nouvelle Motels." The company's Hotel Del Sol in San Francisco's Marina district has been turning heads since its 1998 opening. A playful explosion of the imagination, the Del Sol features vibrant coastal colors; whimsical murals and mosaics; and bright guestroom interiors evocative of California beach bungalows. The application of a "boutique transformation" to this once-forgotten 1950's motor lodge has been a hit with both upscale travelers and style-conscious neighbors.

In the last few years, Joie de Vivre has further diversified its portfolio into new areas of hospitality, adding spas and restaurants, and expanded statewide with hotels opening in Big Sur, Sacramento, Huntington Beach, Venice Beach and Long Beach.

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