



The Surfjack Hotel & Swim Club Now Open
Honolulu's Newest Hotel Unveils Art-Infused Design



HONOLULU, HAWAII (March 31, 2016) - On March 31, 2016, the highly anticipated Surfjack Hotel & Swim Club opened its doors for the first time to unveil its distinguished retro style.

The invitation-only event was attended by artists; designers from Studio Collective, The Vanguard Theory and Wall-to-Wall Studios; Mahina & Sun's restaurateur and Chef Ed Kenney; and Parker Moosman and Ali McMahan, who conceptualized the Surfjack's boutique coffee bar, Olive & Oliver.

"The Surfjack is a design-led, art driven hotel that many locals had a hand in creating. Our vision is to encapsulate the laid-back spirit of Mid-Century Aloha," said Casea Collins-Wright, Surfjack Director of Experience.

Housed in a 1960's-era building, the hotel's concrete interiors were refreshed with local reclaimed wood, and infused with work by some of Hawaii's most notable artisans, including more than 60 fixtures by Retrospect Designs, photography featuring mid-century Hawaii landscapes, and restored aloha fabrics by designer Tori Richard.

The public spaces and the design of Mahina & Sun's, by The Vanguard Theory, are characterized by statement pieces like custom wallpaper by Andrew Mau and Nico Made, hand painted typography by Matt Tapia and Jeff Gress, a signature mural by Wooden Wave and a staghorn fern installation by Paiko, a botanical boutique.

Inspired by the surf bungalows of Oahu's North Shore, the guest rooms by Studio Collective feature hand-made furnishings - like a bespoke coffee table with decorative ceramic tiles, and a media console with vintage-inspired inlays - and local art that depicts the vibrancy of Waikiki - like indigenous Koa carvings, dream-catchers, quirky illustrations of surf life by Kris Goto, and vintage Hawaii postcards, neatly framed in glass. The guest bathrooms encompass a sense of peacefulness, with airy white walls, painted metal accents, and sea-hued floor tiles. The cobbled surface of the natural stone shower floor have

a massage-like quality that will offer extra comfort to guests tired from a day of island adventure.

About The Surfjack Hotel & Swim Club Located on Lewers Street in the heart of Waikiki, The Surfjack Hotel & Swim Club offers laid-back accommodations, leading chef Ed Kenney's Mahina & Sun's restaurant, and the Swim Club's poolside style. For more details, visit www.surfjack.com, call (808) 923-8882, or connect with us @thesurfjack.

About the Designers Studio Collective guest room designs and stylings // The Vanguard Theory public spaces and restaurant design // Wall-to-Wall Studios brand identity

About the Collaborators Andrew Mau Custom wallpaper and mirrors // Brendan Monroe A mural, inspired by the flow of water // Hawaii Potter's Guild Handmade ceramic bowls for Mahina & Sun's // Jason Dow Patina and metal treatment of the Surfjack copper sign // Jeff Gress Custom picnic tables and hand lettering // Kamea Hadar Mural portrait for Mahina & Sun's // Mark Chai Custom lamps for Mahina & Sun's // Mark Kushimi Beach photography // Matt Tapia Hand painted typography and illustrated signage // Nico Made Custom wallpaper // Paiko Staghorn Fern Installation // Retrospect Designs Wooden art fixtures and crates // Wooden Wave A husband and wife team who created a special mural // ... and many, many more.

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MEDIA CONTACTS

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