



1 Hotel Seattle

THE FORMER PAN PACIFIC HOTEL SEATTLE HAS REBRANDED TO 1 HOTEL SEATTLE, FOLLOWING A RENOVATION PROJECT LED BY ARCHITECTS AXIS AND INTERIOR DESIGNERS **STUDIO COLLECTIVE**. THE NEW 1 HOTEL SEATTLE STANDS AS A MODERN, SOPHISTICATED, AND LUXURIOUS URBAN RETREAT, WITH INTERIORS INSPIRED BY THE PACIFIC NORTHWEST'S ICONIC COASTAL RAINFOREST LANDSCAPES AND RUGGED MOUNTAIN BACKDROP.



A key part of the hotel rebrand process was transforming the hotel in order to fit 1 Hotel's sustainable lifestyle luxury look and ethos. AXIS' nature-inspired design program is immediately communicated as guests approach the hotel's updated entrance. Defining the arrival experience, the previous hotel's steel and glass canopy has been completely transformed by way of ingeniously applied rough-hewn wood cladding – an architectural feature that envelops guests with organic materials and textures as soon as they enter the property, which also serves as an anchoring for the lush greenery and biophilic design elements that festoon the entrance with the mossy hues of local indigenous plants.

Framed within manufactured wood cladding styled as tree bark, large adz-cut red cedar doors reference the ancestral Duwamish Tribe longhouses that once dotted Puget Sound and invite guests to enter.

Stepping into the hotel's completely reconceptualized lobby and public spaces, AXIS' and **Studio Collective's** nature-inspired design is unabashedly activated. Wood –

both live edge and rough-hewn, with much of it sustainably reclaimed – defines every glance. Overhead, massive Douglas Fir beams create a lodge-like atmosphere, while on walls and other vertical surfaces wood cladding with modern styling subtly underscores 1 Hotel's sophisticated, modern, and sustainability-focused brand aesthetic. Framed within an impressive two-story living feature wall composed of lush moss and local greenery, a bespoke driftwood sculpture by local artist Alison Stigora creates an anchor within the space.

Elsewhere throughout the ground floor public spaces, AXIS' and **Studio Collective's** design continues to connect 1 Hotel Seattle to its Pacific Northwest place and history. At the hotel's lobby-level café-come-cocktail lounge Drift, a one-piece live edge bar bookends an inviting fireplace on the opposite wall, while biophilic touches suspended from wooden ceiling-spanning beams blur the boundary between the interior lounge space and the new year-round fire-warmed al fresco dining area.

Polishing the public space design, textiles featuring subtle woven patterns authentic to the surrounding Coast Salish Tribes and art curated in collaboration with local

galleries complete the spaces.

In order to create the hotel's destination second-floor restaurant La Loba, AXIS' architectural designers converted a former gallery and modified the space's floorplan to reconfigure curved walls to maximise the space's potential. Adding to the guest experience, the former hotel's fitness centre – which was previously located outside of the hotel – was moved within the building to a previously underutilised meeting room.

In the hotel's 108 guestrooms and 45 suites, AXIS' and **Studio Collective's** Pacific Northwest-inspired design program is activated with equal sophistication. Built-in headboards and millwork manufactured from reclaimed wood with live edge finishes imbue the private spaces with serene organic sanctuary. In guest bathrooms, exposed aggregate floors meet bathtubs finished with vertical wood panels to evoke a "glamping" aesthetic reminiscent of luxurious outdoor spas.

Beyond the hotel's impressive new look and feel, AXIS and **Studio Collective** also helped the hotel target LEED Silver certification, with the project diverting more than 70% of its construction waste away from landfill. ■