



A BRIGHT LIGHT *in the sky*

This art-filled hotel is reflective of its San Fran neighborhood

WORDS BY **ABBY ELYSSA**

Now open in San Francisco's Mission Bay neighborhood is LUMA Hotel San Francisco, with a modern design and innovative amenities paying tribute to the land's history and future.

"The design of LUMA Hotel is part of a much larger development of the Mission Bay neighborhood that includes thousands of new housing units, public plazas, a state-of-the-art medical center and office space," said Jill Cole, managing principal, Cole Martinez Curtis and Associates. "The cool, neutral-toned palette with teal pops pays homage to the reclaimed land,

formerly salt marshes, that the hotel sits on. These colors play upon the touchpoint where water meets land."

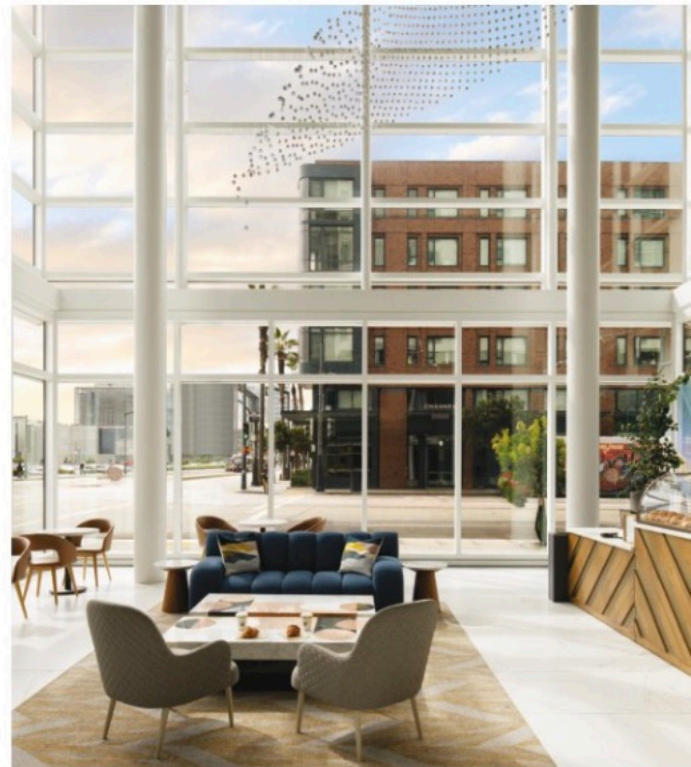
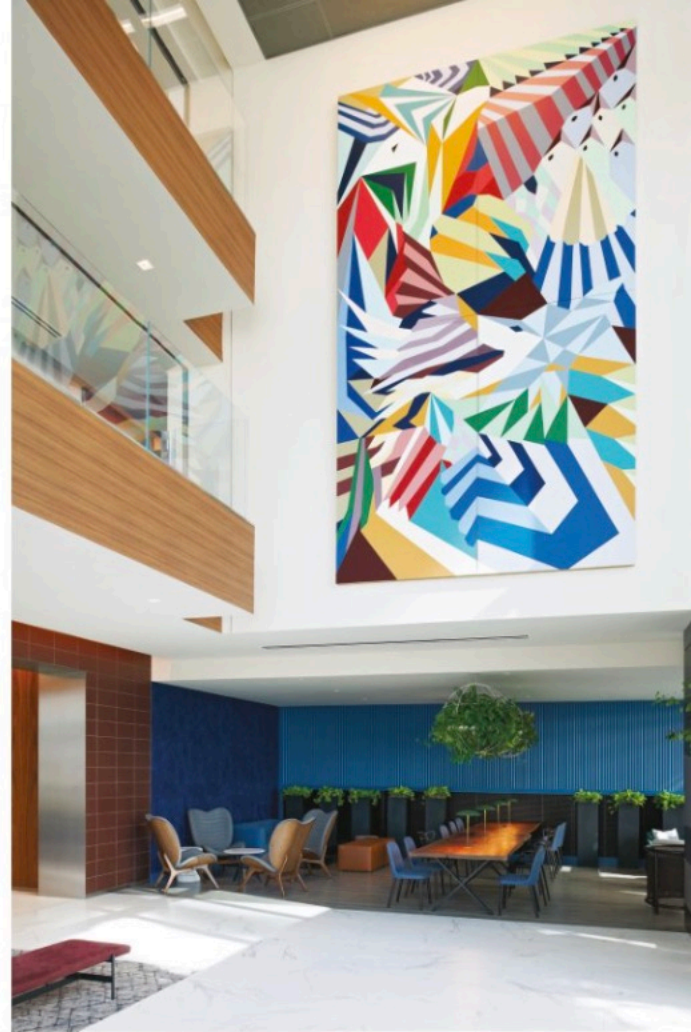
Along with the salt marshes, the hotel is close to sports venues Oracle Park and the Chase Center, which inspired the inclusion of GLOW FIT—a 1,500-sq.-ft. fitness center—and the design of the 12 Premier guestrooms that feature tall king beds, 7-ft. shower heads and extra-tall ceilings.

The hotel design also includes large-scale art installations and pieces in the rooms

commissioned by local artists.

"This decision was influenced by the hotel's proximity to the DoReMi (Dogpatch, Potrero Hill, Mission) arts district, SFMOMA, International Museum of America and Asian Art Museum making it a natural choice for travelers with love for the arts," Cole said.

Luma, meaning "bright light," can be seen on the hotel's exterior, which features light installations, an artistic contribution and also a contribution to the city's illumination program, ILLUMINATE SF, which pays tribute



to San Francisco's expanding light art scene and celebrates the city's culture of creativity and innovation.

"LUMA is designed to be welcoming and inclusive without being overwhelming by seamlessly integrating into the fabric of the Mission Bay neighborhood," Cole said. "The hotel market in San Francisco is on a post-pandemic rise. The completion of LUMA punctuates this bounce back as the first newly built hotel in San Francisco in 10 years."

Along with the Premier guestrooms, LUMA's other guestrooms and suites also blend technology with comfort. Floor-to-ceiling windows have mechanized privacy shades with views of the skyline and bay.

On the 16th floor is the penthouse, which features a separate living and dining space and custom furnishings that include curved sectional sofas from



Lily Jack and a bedroom headboard designed by Kevin Barry Fine Art.

Art can be found everywhere on-property. The ground floor features large-scale installations commissioned by local artists Jim Campbell and Adia Millett.

The Campbell piece features 4,000 wires that end in a single LED light bulb, titled “Helical Trace,” to reflect a man climbing through the flow of water.

The Adia Millett piece “Refuge” is an 18-ft. tall abstract painting of the indigenous birds known to Mission Bay.

A mixed-media work by Oakland-based Local Language titled “Memory Tides,” inspired by aerial photography of the Bay Area wetlands, greets guests upon check-in. Cole explained that this 3D model encourages viewers to reflect on what has come before while acknowledging the symbolic ground of history in which the hotel now stands.

“The exterior and interiors were designed to integrate into the contemporary neighborhood, and all the buildings around it are new,” Cole said. “The design reflects the mission bay location. It is fresh, clean and comfortable with incredible neighborhood views.”

Also available to guests—specifically business travelers that serve the growing number of local tech/biotech headquarters and UCSF Medical Center—is 7,000 sq. ft. of meeting and event space.

“LUMA, because of its unique location and design, offers a different perspective and experience for visitors to San Francisco,” Cole said.

