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# room service

## TWO NEW HOTELS SPRUCE UP DOWNTOWN SAN DIEGO

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### the sofia hotel 150 W. BROADWAY, DOWNTOWN SAN DIEGO 619.234.9200 | WWW.THESOFIAHOTEL.COM

Originally opened in 1927 as the Pickwick Hotel and having housed the KGB radio station until 1944, the revamped Sofia Hotel will preserve the old-fashioned elegance of the '20s while adding a more modern, nature-inspired atmosphere. Not only will guests be able to enjoy the standard benefits of a hotel, but they will also have many modern conveniences and spa-inspired amenities at their disposal.

The historic Pickwick Hotel was the first hotel in San Diego to have "en suite" bathrooms, making it one of the most luxurious in the city for its time. Pickwick Partners Ltd. is attempting to set the standard in luxury again with this \$16 million project.

Set to open in January 2007, The Sofia Hotel will offer guests an array of amenities, including white down comforters, armchairs and

ottomans, flat-screen TVs, fine linens, Gilchrist and Soames spa products and amenities, and in-room laptop safes. Guests may also choose to indulge in a variety of rejuvenating in-room spa services. Other onsite conveniences include a 24-hour concierge and a Coffee Bean & Tea Leaf located on the ground floor. The Sofia will also offer top-of-the-line technology, including broadband Internet accessibility and video conferencing, a 24-hour fitness center with the latest cardio equipment and a yoga studio available 24 hours. Visitors can also look forward to The Sofia Hotel's own upscale, full-service restaurant and bar set to open in 2007.

"For this remodel, we took great care to preserve the property's distinct gothic architecture while transforming its interior into an entirely new environment," says Ken Winslow, president of Pickwick Partners. "We're creating urban, smart, sophisticated accommodations and public spaces tailored to fit the discerning tastes of both business and leisure travelers."

The pet-friendly, boutique hotel will boast 212 luxurious guest rooms and suites. The interior design, by Razvi Design Studio Inc., will have a color palette inspired by nature and intended to invoke a sense of harmony and balance.

"Every aspect of The Sofia — from the wall sconces to the design of the lobby desk — will be custom-made and remain consistent with the hotel's organic theme," says Anjum Razvi ASID, president of Razvi Design Studio. "Throughout the hotel, unique fossil sculptures and natural art pieces will be illuminated. The foyer will also host metal-beaded shimmer screen partitions that drape from the hotel's exquisite high ceilings. The distinct open staircases leading to the elevator will incorporate unique translucent capiz shell window panels that allow outside light to fill the area."

