

CASE STUDY



SHORE HOTEL

SANTA MONICA, CALIFORNIA

ARCHITECT	GENSLER
FABRICATOR	CALIFORNIA PANEL SYSTEMS
INSTALLER	VAN NUYS SHEET METAL
FIXING SYSTEM	TS110 VISIBLE (EXPOSED) FIXING WITH SCREWS ON AN ALUMINUM SUBFRAME
MARKET SEGMENT	LEISURE, CULTURE, SPORTS
BUILD TYPE	NEW CONSTRUCTION
USE	FAÇADES
YEAR	2011

TRESPA PRODUCT	TRESPA® METEON® WOOD DECORS
	 NW08
FINISH	SATIN



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SHORE HOTEL

WHAT'S OLD IS NEW

THE CHIC, OCEANFRONT BOUTIQUE HOTEL WAS ONCE KNOWN AS THE OCEAN AVENUE TRAVEL LODGE. AFTER COMPLETE TRANSFORMATION OF THE SPACE, THE HOTEL NOW STANDS AS ONE OF THE LEAD MODELS FOR REVITALIZATION IN THE AREA.

Santa Monica, California, is a progressive city with an active movement surrounding sustainability and revitalization. When the Farzam family wanted to renovate their family-owned, oceanfront Travelodge that had been a fixture in Santa Monica for years, they did not just want to make their property look better. They saw the importance of being at the forefront of revitalization and wanted to transform it into a showpiece that served as a model for sustainable properties everywhere.

The Farzam family turned to the architectural design firm Gensler to help bring their vision for their new property to life. With the help of Design Director Kap Malik, the hotel went through a major metamorphosis. The entire original structure was torn down providing opportunity for a much larger complex to be built, converting the space from a tired, fairly ordinary beach hotel to a modern and sleek, yet inviting boutique hotel with sustainability factored into every aspect of the guest experience.



THE RIGHT MATERIAL

Choosing the right material for the building's exterior cladding was a critical element in the design. The property is heavily exposed to ocean air and the California sun making the weatherability of the product a factor in material selection. Trespa® Meteon® panels offered low maintenance, high impact resistance, and a longevity which keeps the product looking great year after year. This made it an appealing choice since it could also withstand

the elements without fading or delaminating. Trespa® Meteon® panels' sustainable aspects also intrigued the Farzam family, as the product contains up to 70% wood-based fibers.

Robert Farzam, part owner of the Shore Hotel was very involved in choosing the materials for the building. He was very passionate about picking materials with an inherent durability to ensure that the beauty of the property would last for a long time. In fact, he was so diligent

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“The owners really wanted to create something special with this renovation; something different. The environmental aspect of the Trespa® Miteon® panels was a big factor in selecting that product for the exterior of the building. We made sure we were committed to sustainable living with every decision made. Because of this we are proud to say this property is a Gold LEED Certified building.”

– Kevin Cunanan, Director of Operations, Shore Hotel

about ensuring product durability that he took a Trespa® Miteon® panel and a competing panel product home and laid them in his back yard. He left them there for one year, through all types of weather and sun exposure. He was thrilled to see that after intense exposure to the elements, the Trespa® Miteon® panels looked exactly the same as the day Farzam put them in his yard. His very own product test helped him make the decision to use Trespa® Miteon® for the exterior panels on the project.

Since completion in October 2011, the Shore Hotel has become a standout property on Ocean Avenue, with passersby often stopping to take photos. With 164 rooms and 20 suites, the hotel provides a unique experience for all of its guests. A short walk from downtown Santa Monica and steps from the beach puts the Shore Hotel in a prime location for all travelers and vacationers alike. ■



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