

hotel ERWIN



Hotel Erwin Unveils Room & Suite Design Remodel, Reignites the Artistic Soul of Venice Beach

*Inspiration Spirited by the Venice Neighborhood
and Longtime Owner Erwin Sokol*

Over 150 Pieces of Room & Hallway Artwork Curated by Venice Beach Art Icon Larry Bell
New Hotel Collaborations Include Whole Foods Market Venice, Solé Bicycles, & BYRD Hairdo Products

[– High Res Image Gallery –](#)

VENICE BEACH, CA – (June 14, 2017) – In 1975, **Erwin Sokol** realized his vision for a hotel intrinsic to Venice Beach culture. Four decades later and many months in the making, **Hotel Erwin** unveils its room and suite remodel inspired by eras past and its longstanding owner, and the expression is unmistakably Venice.

Each of the 33 suites and 86 guestrooms have been artfully designed and updated to evoke a sense of soul for the beach community. With the remodel, Hotel Erwin adds another vibrant layer to its beachfront place in history off Pacific Avenue overlooking the worldly Venice Boardwalk. The colors and furniture invite guests to travel through Venice's many celebrated movements from the 50s, 60s, and 70s while bringing a modern and contemporary sensibility to the hotel. A playfully retro color palette of blues, greens, and yellows guides the refresh, anchored by a beach appropriate textured indigo carpet. Elliptical orange lamps flank the bed and

hang over dueling chrome nightstands, while a vase of peacock feathers, a whicker chair, and a standup orb lamp accessorize the charmingly offbeat vibe. A squared art graphic warps at the ceiling and furthers the feeling of being transported to another time. For suite guests, a vast sunglow-yellow sectional rules the living room, a private balcony offers prime city or ocean views, and a separate bedroom creates an expansive retreat.



For Los Angeles-based designer **Sally Breer** (Co-Mingle), modernizing the rooms wasn't the only focus. Instead, her team set out to recall a 70's bohemian sensibility, and create an atmosphere for the people that became the foundation of Venice. Elements were drawn from the boardwalk, such as the funhouse mirrors and a bathroom door selfie graphic to convey the postcard sentiment, "*Wish you were here!*" Additionally, admirers of Venice Beach artist and icon Larry Bell will be thrilled to learn he curated the art in Hotel Erwin.

In addition to Venice's colored past, it soon became clear to Breer that owner and namesake Erwin Sokol be a source of inspiration, most evident in the hands of the Venice wallpaper element above each bed. Fascinated by Sokol's circle of pivotal artist friends – the likes of which include Larry Bell and Ed Moses– the group rallied over pizza and beer at hometown haunt Larry's Restaurant, where each traced their hands to symbolize a part played in the city's artistic movement.



Continuing its mission for local leaning partnerships, Hotel Erwin is introducing new accommodations and amenities. In collaboration with Venice-based **Sole Bicycles**, guests can whip around town on a new fleet of Erwin-customized beach cruisers perfect for street-art gawking and boardwalk cruising. Culver City's **BYRD Hairdo Products** will bring its surf-inspired brand into guestrooms. In July, each room will feature in-room snacks and goods curated by **Whole Foods Market Venice**. In another fitting counter-culture partnership, the hotel's **Red Bull Dogtown Suite** hosts a branded DJ booth, murphy bed, branded balcony and signature art.

Backed by the Venice Boardwalk, Muscle Beach, the Venice Canals, Rose Avenue dining experiences and the celebrated shopping of Abbot Kinney, Hotel Erwin is the choice for surf culture icons, interested business travelers, and families keen on having an authentic and exciting Los Angeles experience. For prime views and rooftop fun, Hotel Erwin's **High Rooftop Lounge** has no rival on the Westside, and the hotel's first floor restaurant **Barlo Kitchen & Cocktails** offers a menu of locally inspired dishes. **Larry's Loft**, named after Larry Bell, provides ideal digs for business meetings, movie screenings, and modern cocktail receptions.

Over the following summer months, more exciting changes are queued for Hotel Erwin's social spaces and F+B programs as the property continues its run as a beacon for all types of impassioned travelers and Venice Beach's heart of hospitality.



Hotel Erwin

1697 Pacific Ave, Venice, CA 90291

(310) 452-1111

HotelErwin.com

About Hotel Erwin

Whether it's the birth of skate culture, the iconic muscle beach, or just its notorious "anything-goes" attitude; Venice Beach has always been an icon of American subculture. It's a unique combination of seaside beauty, urban energy, and people who aren't afraid to express themselves.

For the past five decades, Hotel Erwin has been a window into this wonderfully weird world, welcoming travelers of every description from across the globe. From our friendly, approachable vibe to our eclectic, diverse atmosphere, find out why Hotel Erwin is still the only place to stay in Venice Beach.