



## **Hotel Grace in San Francisco Becomes The Alise**

*Pineapple Hospitality changes the name of their new property in downtown San Francisco in advance of the hotel's official October launch*

**San Francisco, CA** (August 31, 2016) – Pineapple Hospitality announced that, effective today, the name of their new San Francisco property has changed to The Alise. The hotel has been operating in preview mode as Hotel Grace while construction, design elements, and custom art installations were in progress. The decision was made to change the name before the hotel's official launch in October to avoid potential naming conflicts with an international hotel group pursuing plans to open hotels with a similar name in the U.S.

"The Alise embodies the spirit and personality we envisioned for Pineapple's first hotel in San Francisco," said Michelle Barnett, Pineapple Hospitality's founder and president. "The hotel has been operating in preview mode to wonderfully positive reviews. Now that the artwork is in and we're putting finishing touches on the design, we look forward to formally introducing The Alise in October and to welcoming everyone."

Among the traditional meanings of the name Alise are noble, exalted, and great happiness. The name was chosen to set the tone for the experience guests can expect when they Stay Pineapple in San Francisco.

One of seven properties owned and managed by Pacific Northwest-based Pineapple Hospitality Company, The Alise is the first of the company's hotels to open in San Francisco, with completely modernized features in a historic building, offering plenty of exciting reasons to make this a new home-away-from-home in the City by the Bay. With a nod to legendary heroines and audacious sidekicks with hearts of gold, who blaze through life with a flair for fun and mystique, whose company everyone covets and whose confidence everyone craves, it is the essence of that indomitable spirit that defines The Alise.

Located at 580 Geary Street, The Alise is just steps from Union Square, Theater District, Nob Hill, The Wharf, Cable Cars and more. The fully renovated and reimagined property has been entirely modernized from top to bottom with thoughtful design details at every turn, starting in the hotel's spacious lobby that boasts an inviting front desk and a stylish sitting area with elegant furnishings, expansive ceilings, and two-story windows that afford light and a view to the street outside. The 93-room Alise provides distinctive accommodations you're unlikely to find anywhere else in San Francisco. Each king and queen guestroom has a cheerful color palette of vibrant yellow against muted gray, with custom fabrics and finishes that lend an air of subtle sophistication. Rooms feature a blend of modern touches like ultra-high-speed WiFi, air conditioning (rare in SF!), upgraded sound proofing, and thoughtful lighting, with

traditional touches of dark wood floors, and elegant lamps. Custom-designed bedroom furniture and bathrooms maximize utility and evoke an easy, residential-style experience with a nod to the property's original design elements.

Catering to both leisure and business travelers alike, The Alise pampers every guest with the [Naked Experience™](#) that has become an integral part of the Pineapple Hospitality guest experience. Inspired by traditional European hotels, each luxurious Pineapple Bed comes with two individually folded duvets to allow each sleeper to snuggle into a whole new level of comfort. The best part is that every stitch of super-soft bedding is prepared specially for every guest. Not to mention extras like fluffy robes and slippers, thirsty bath towels, and extra bedding like top sheet and blankets in case traditional bedding is preferred. The Alise anticipates every need!

For a long list of available guest amenities, visit the The Alise website at [www.thealise.com](http://www.thealise.com).

In anticipation of the hotel's grand opening this Fall, finishing touches are coming along. In addition to the delivery of the grand red piano, poised in the mezzanine overlooking the lobby, Summer saw the installation of The Alise's extensive collection of fine art and commissioned works that are on display throughout the hotel.

Taking center stage in the lobby is a white bronze, life-size figurative sculpture from the Nocturnes series by artist Karen LaMonte. LaMonte is known for her monumental forms, made from cast glass, ceramic, metal, and bronze, exploring clothing as a metaphor for identity, and whose absent bodies explore the ideas of clothing as a divider between public and private space, and of transparency and transience. A graduate of the Rhode Island School of Design, LaMonte has had solo exhibitions at the Czech Museum of Fine Art in Prague and at the Museum of Glass International Center for Contemporary Art in Tacoma, Washington. Recently, her work was exhibited at the Knoxville Museum of Art and the Oklahoma Museum of Art and was acquired by the Smithsonian Museum of American Art.

Two large-scale glass on panel works commissioned by artist David Willis anchor the space in the Pineapple Bistro & Bar. Willis uses glass in a cross-disciplinary manor, often combining blown and sculpted glass to create large-scale sculptures, mixed media, cold assembly, and installation pieces. A graduate of UC Berkeley, Willis' work is included in public, private, and museum collections nationally and internationally. He has been an instructor of flameworking at locations including the Pilchuck Glass School, the Corning Museum of Glass, Penland School of Crafts, and the Niiijima Glass Art Festival in Niiijima, Japan.

Other works in the collection include End Game II by Victor Ostrovsky; Penguins by Robert Kuo; New Year's Eve, Flower Petal Gown, and California by Erte; and Lustful Selection (2015) by Peter Anton, whose work will be featured at Tangent Contemporary Art on Geary Street in September. The Alise will be participating in monthly First Thursday Art Walk activities, as well as sponsoring other programs in partnership with the SFADA.

### **About The Alise**

The Alise is the embodiment of Pineapple Hospitality's vision for what a refined, urban, classic yet modern hotel should be. Inspired by company President Michelle Foreman Barnet's fond childhood memories of visits to San Francisco with her parents, and of the iconic hotels they enjoyed, every choice for The Alise's design – from the elegant scroll work on the grand front door to the playful, black and white photography in the guest rooms and the exquisite marble and tile in the bathrooms – evokes a uniquely San Franciscan sense of style. Newly opened in San Francisco with a prominent downtown

location, the thoughtfully appointed Alise features 93 guestrooms with contemporary design elements and modern amenities. Designed by interior designer Glenn Teixeira and Stanton Architecture, The Alise perfectly exemplifies the symbol and essence of the Pineapple Hospitality brand while respecting the property's rich 103-year-old history. Pineapple Bistro & Bar offers delicious casual fare for breakfast, lunch and dinner, including full bar service daily. For more information, visit [www.thealise.com](http://www.thealise.com) or call 800-227-4223.

### **About Pineapple Hospitality**

Based in the Pacific Northwest, Pineapple Hospitality represents an eclectic collection of seven family owned and managed hotels on the West Coast including four in Seattle plus one in Portland, San Diego, and its newest in San Francisco. Focused on thoughtful service and design with an uncanny knack for anticipating needs, the brand wholeheartedly embraces the pineapple's symbol of welcoming and delighting guests. For more information, visit [www.staypineapple.com](http://www.staypineapple.com) or call 866-866-7977.

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