



Contact:

Kelsey Beniasch / Andrew Cosgrove

Wagstaff Worldwide

Kelsey@wagstaffworldwide.com

Andrew@wagstaffworldwide.com

323.871.1151

HOTEL FACT SHEET

OVERVIEW

Originally built in 1926 as the grandest of the opulent beach club hotels and the premier playground for Hollywood A-listers, [Hotel Casa del Mar](#) reemerged in October 1999, following a \$50 million restoration by Edward Thomas Hotels, parent company to the property. Today, Hotel Casa del Mar remains one of the most well-appointed addresses on the West Coast, with luxurious décor, sophisticated accommodations, lively public spaces, and an overall indulgent and relaxing ambiance. The hotel is adjacent to the historic Santa

Monica Pier, the dynamic Third Street Promenade, the popular upscale shopping and dining areas of Main Street and Montana Avenue, as well as the gardens, walkways and expansive ocean panoramas of cliff-top Palisades Park.

Founded with a commitment to extraordinary service and privacy, the beachfront escape provides 129 beautifully appointed guestrooms, including 17 suites; the inviting and eco-minded [Sea Wellness Spa](#); the private, guest-only Palm Terrace Pool; and a variety of dining options that explore the bounty of Southern California's seasonal, farmers' market driven fare. Signature dining destinations include [Catch](#), offering a modern American take on seafood favorites, and [The Lounge](#), featuring live music nightly and an expertly curated list of crudo and plates intended for sharing; and the brand new [Terrazza](#), featuring inspired Italy-meets-California seasonal small plates. This entirely redesigned space will open at the ocean-facing end of the grand lobby lounge, offering guests nearly floor-to-ceiling views of the Pacific Ocean.

HISTORY

Built in 1926 in Renaissance Revival style by Los Angeles architect Charles F. Plummer, the original "Club Casa" served as both an upscale hotel and beach club to the well-heeled. With plush Oriental rugs, intricately hand-painted ceilings, and heavy bronze statuary, the Club soon became the Pacific Coast's "see and be seen" spot, renowned for its swinging social scene and frequented by many of L.A.'s Hollywood stars and moguls. The revelry lasted until World War II, when Casa del Mar was converted to a military hotel, followed by—in 1959—the headquarters for the Synanon drug therapy program. The historic property's final incarnation, prior to reemerging as today's Hotel Casa del Mar, was as a Pritikin Longevity Center, which it maintained from 1978-1997. The property was later purchased by E.T. Whitehall Seascape Partners, LLC and, in 1999, restored to its landmark style.

DESIGN

Though Club Casa's original furnishings do not remain, Hotel Casa del Mar was restored with the historic look and feel of the 1920s. To achieve this classic aesthetic, Los Angeles-based Darrell Schmitt Design Associates and Cheryl Rowley Design, who collaborated on the interior, used soft and simple lighting, as well as elegant materials favored in the 1920s such as damask and velvet draperies, fruitwood, and bronze furnishings. Additionally, colors that evoke both land and sea—drawing in the property's coveted location just steps from the Pacific Ocean—are seen throughout, including elegant gold and greens, alongside shades of blue and apricot. The eight-story property features a brick-and-sandstone façade, red-tile roof, and brown iron balconies. Elaborate relief work surrounds the building, including escutcheons over the front door and intricately sculpted angels, cupids, and other Renaissance figures. Hotel Casa del Mar's exterior was restored to its original state by HLW International, in conjunction with affiliate Thomson Design Associates.

GUEST ROOMS

Hotel Casa del Mar offers 129 elegantly appointed guest rooms and suites, imparting the ambiance of a chic beach estate, with a historic sense of place. Most rooms offer panoramic views of the Pacific coastline from Palos Verdes to Malibu, while others offer cityscapes of Santa Monica. Each large guest room is accented with shades of calming blue that draw upon the hotel's iconic seaside location, stately windows adorned with ivory sateen draperies, and high ceilings. The centerpiece, a rich walnut four-poster bed, is accented with luxurious white linens, an etched and hand-silvered mirror, responsibly harvested white coral, a bisque-colored ceramic garden stool, lush chenille throws, and a selection of novels and thoughtfully chosen artifacts unique to the property's beach location. In addition, each room is outfitted with the latest technology, including a 42-inch LCD flat screen television in the main room, as well as a flat screen television in the bathroom, complimentary movies, wireless internet access, and an iPod docking station. Opulent baths feature white Italian Calacatta marble walls and floors,

light fixtures finished in silver leaf, white porcelain fixtures, alabaster soap holders and glassware, plush white robes, glass-enclosed showers, traditional pedestal sinks, and whirlpool tubs with frosted pan-windows opening into the guest rooms. Specially designed rooms to accommodate the needs of the physically challenged are available.

Three extravagant, multi-level Penthouse Suites, reminiscent of Italian seaside villas, feature eclectic Venetian-designed furnishings, a living room with fireplace, a formal dining area, and either one or two bedrooms with separate sitting areas. In addition, one penthouse features an exercise studio—ideal for the hotel's offered one-on-one training sessions with a fitness professional. A single Presidential Suite offers two bedrooms, a living and dining room, guest bath, bar, hydrothermal massage tubs, and a separate shower and vanity.

OPENING DATE

1926 as Club Casa

Reopened October 1999 as Hotel Casa del Mar

ROOM RATES

Starting at \$495

BY THE BLUE SEA: FOOD AND BEVERAGE

By the Blue Sea restaurant group is a family of dining and lounge concepts located at Pico Boulevard and Ocean Way, in picturesque Santa Monica, CA. Housed within the iconic Hotel Casa del Mar and its sister property Shutters on the Beach, each destination offers a distinct dining experience, unparalleled views of the Pacific Ocean, and is just a short distance from the famous Santa Monica Farmers' Market and Santa Monica Pier. Dining destinations within Hotel Casa del Mar include Catch, a modern American seafood restaurant, and The Lounge, offering seasonal small plates, sushi, and live musical entertainment nightly.

The hotel's newest concept, Terrazza, is inspired both from a culinary and interior design standpoint by the Italian seaside. Terrazza boasts a floor-to-ceiling redesign, ranging from gorgeous sage green and aqua tiles imported from Europe to all-new fixtures and furniture, including rattan ceiling fans, wicker chairs, turquoise printed cushions, glass sconces, and hand-carved wood tables. The menu features a selection of market-driven small plates intended for sharing, such as a rotating selection of fresh daily seafood, crudo, pizzas, hearty salads with seasonal ingredients sourced from local farmers, housemade pastas, artisanal cheeses, and charcuterie. Guests can look forward to unique culinary experiences with a nod to Italy, such as regional olive oil tastings, and more.

Catch is open nightly for dinner 5:30-10 p.m. The Lounge at Casa is open Sunday through Thursday 10:30-12 a.m. and Friday and Saturday 10:30-1:30 a.m. Terrazza is open daily for breakfast 7-11 a.m., for brunch on Saturday and Sunday 10:30 a.m.-3 p.m., lunch Monday through Friday 11:30 a.m.-3 p.m., and lounge service Sunday-Thursday 3 p.m.-12 a.m. and Friday and Saturday 3 p.m.-1:30 a.m. Additional dining options include The Palm Terrace pool and garden deck (for hotel guests only; serving a light menu and beverages al fresco), poolside service (open 11 a.m.-6 p.m. daily; hours based on season), and 24-Hour Room Service.

SEA WELLNESS SPA

An intimate retreat within a luxurious, eco-minded setting, the Sea Wellness Spa at Hotel Casa del Mar is one of the leading spa and wellness retreats within its seaside location of Santa Monica, CA. Redesigned in 2010 by Rachel Winokur of Etta Designs, the spa offers five treatment rooms, including a couple's room and a yoga studio and fitness room. With a focus on eco-luxury, Winokur utilized green materials throughout the space, including repurposed wood from a 19th-century Amish barn in Western Wisconsin, alongside luxurious touches such as silkworm curtains and original artwork. This unique spa destination incorporates both revitalizing and health-benefiting spa

treatments, as well as a variety of fitness programs for mind and body. The spa's professional HydraFacial Treatment, which incorporates the expertise of a certified technician, is a non-irritating treatment that improves the appearance of fine lines, wrinkles, congested pores, hyperpigmentation, and brown spots using a hydradermabrasion technique; this procedure cleanses, exfoliates, extracts, and hydrates simultaneously, resulting in clearer, firmer, more beautiful skin with no discomfort, no laser, and no downtime. The hotel proudly enlists personal trainer to the stars Dave Shamash and his crew of fitness professionals, each of whom have a competitive athletic background and specialize in guiding guests through custom workouts—from Kinesis equipment that allows for sports-specific training to TRX suspension training, yoga on the beach, and more. The Sea Wellness Spa features the Natura Bisse line of products from Barcelona, Spain—a celebrity favorite known for combining luxury with scientific innovation—as well as the H. Maloha line of organic and natural Hawaiian skin care products. Guests may enjoy their treatments in the intimate five-room spa or on the hotel's pool terrace with an ocean view. For the full menu of available treatments or to book your appointment, please visit the Sea Wellness Spa [website](#) or call 310-581-7767.

MEETING & EVENT FACILITIES

Hotel Casa del Mar boasts 5,100 square feet of meeting space including the elegant Colonnade Ballroom, featuring Venetian glass chandeliers, sculpted ceilings, and stunning beach-level ocean views (accommodating 400 guests theatre style and 250 for banquets). Offering multiple event layouts, the ballroom can be divided into three separate, more intimate spaces: the 3,000-square-foot Colonnade I, the 900-square-foot Colonnade II, and the 900-square-foot Colonnade III. Additionally, the 550-square-foot Boardroom serves conferences of up to 18 attendees, the 340-square-foot Indigo room accommodates up to 24 guests for banquets and 21 for meetings; and the 500-square-foot Crimson Room provides ample space for 50 for banquets and 35 for meetings. Both

the Boardroom and Crimson Room have private, attached living rooms.

For smaller, more informal group events, the Lobby Lounge at Casa—located just above the property's grand main entrance—offers several inviting spaces, including the Library, a semi-private area with shelves of hardcover books and plush sitting chairs (accommodates 15-30 guests).

AMENITIES & SERVICES

- 24-Hour Concierge Desk
- 24-Hour Room Service
- High-Speed Wireless Internet in all guest rooms
- Twice Daily Maid Service
- Valet Parking
- Complimentary Shoeshine
- Same-day Laundry and Dry Cleaning
- On-site Gift Shop
- Virtual Business Center
- The Presidential Suite features a Bang & Olufsen stereo
- Guest Rooms feature Bose speakers with iPod/MP3 docking station

ADDRESS

1910 Ocean Way
Santa Monica, California 90405
310.581.5533
www.hotelcasadelmar.com
www.facebook.com/CasadelMar
https://twitter.com/CasadelMar

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**For more information, please contact
Kelsey Beniasch or Andrew Cosgrove at Wagstaff Worldwide**
Kelsey@wagstaffworldwide.com
Andrew@wagstaffworldwide.com
323.871.1151