



HOTEL CASA DEL MAR AT-A-GLANCE

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 Collection, 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, 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 16 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, farmer's market-driven fare. Signature dining destinations include [Catch](#), offering a modern American take on seafood favorites, and [Terrazza Lounge](#), featuring live music nightly and an expertly curated list of crudo and Italy-meets-California seasonal small plates. This space opens at the ocean-facing end of the grand lobby lounge, offering guests floor-to-ceiling views of the Pacific Ocean.

ADDRESS: 1910 Ocean Way, Santa Monica, CA 90405

TELEPHONE: (310) 581-5533

ONLINE: <https://www.hotelcasadelmar.com/>

SOCIAL MEDIA: Facebook: www.facebook.com/CasadelMar
Twitter: <https://twitter.com/CasadelMar>
Instagram:
Pinterest:

OPENING DATE: 1926 as Club Casa, Reopened October 1999 as Hotel Casa del Mar

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 views of the Pacific coastline from Palos Verdes to Malibu, while others offer cityscapes of Santa Monica. Each guest room is accented with shades of calming blue that draw upon the hotel’s iconic seaside location, with stately windows and high ceilings. The centerpiece, a rich walnut 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 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.

Three extravagant, multi-level Penthouse Suites, reminiscent of Mediterranean 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. A single Presidential Suite offers two bedrooms, a living and dining room, guest bath, bar, hydrothermal massage tubs, and a separate shower and vanity.

ROOM RATES: Starting at \$495

DINING: Dining outlets within Hotel Casa del Mar include Catch, a modern American seafood restaurant, and Terrazza Lounge, offering breakfast, lunch and evening seasonal small plates, with live musical entertainment nightly.

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, house-made pizzas, pastas, artisanal cheeses, and charcuterie.

SEA WELLNESS SPA: An intimate retreat within a luxurious, eco-minded setting, Sea Wellness Spa at Hotel Casa del Mar is one of the leading spa and wellness retreats in Santa Monica. Designed 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 Sea Wellness Spa features the line of emerginC Scientific Orangics products— a cutting-edge, results oriented line made with 100% natural ingredients—as well as the Kerstin Florian line of luxury skincare 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 & EVENTS: 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 550-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 indoor Cabanas, a semi-private space comprised of four seating areas with plush sofas that can accommodate 10-12 guests each. The cabanas may be reserved individually or together for private parties of up to 50 guests.

AMENITIES & SERVICES:

- 24-Hour Concierge Desk
- 24-Hour Room Service
- Complimentary Wireless Internet in all guestrooms
- Complimentary Welcome Drink
- Daily Bicycle Use
- Complimentary Fitness Classes
- Coffee & Tea in Hotel Lobby
- Twice Daily Maid Service
- Valet Parking
- Complimentary Shoeshine
- Same-day Laundry and Dry Cleaning
- Virtual Business Center

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