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# New Hotel Cerro Celebrates Hyperlocalism Trends

## *on the Central Coast*

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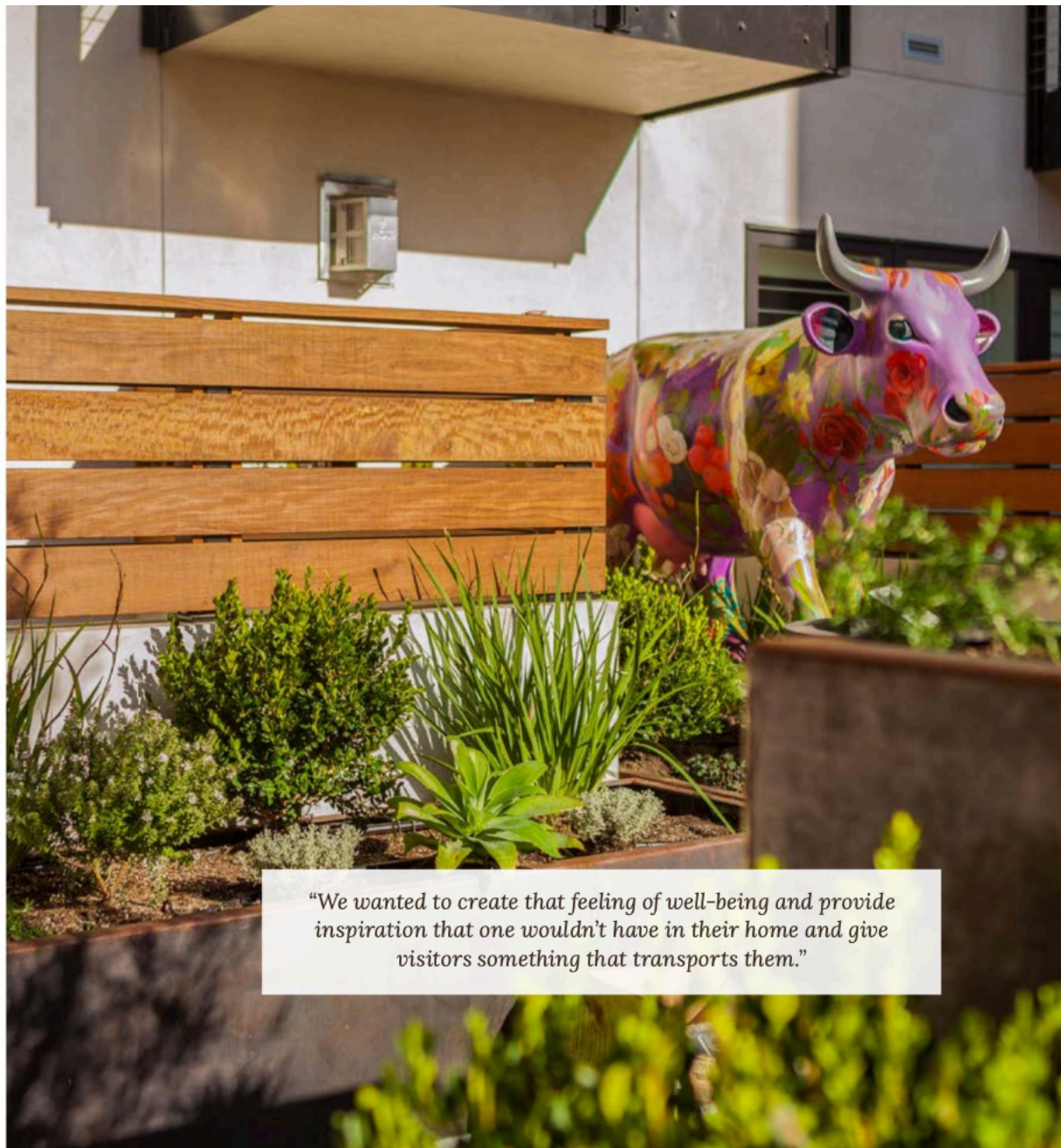
**H**otel Cerro, located in downtown San Luis Obispo, may be one of the first mixed-use, artisanal local hotels that supports local artisans through design and food. It brings to light the agricultural roots of San Luis Obispo, reflects the work of local artisans in the area, while also celebrating the wellness trend seen in hotels across the country.

Located close to Mission San Luis Obispo, the 65-room property is owned by British hoteliers Beverly and Shaun Matthews and will exemplify what it means to work with local talent. From the materials used to the artisans designing the hotel, Hotel Cerro will be a must-see destination and a moment of pride for those who have been working on the finer details.

Custom lighting firm ADG Lighting and Scott Rubenstein of Rubenstein by Design are responsible for the special lighting and furnishing details along with Ian Saude, a jewelry designer turned interior design expert and product manufacturer.

“A lot of customization was needed for this hotel. We wanted to work with local artisans, California-based companies to help create something fresh and new,” Saude said, a local San Luis Obispo resident. “We wanted to create that feeling of well-being and provide inspiration that one wouldn’t have in their home and give visitors something that transports them.”

From the large iconic sculptural piece that crawls along the ceiling of the lobby, to the corten steel tower flanking the olive grove and fireplace in the rooftop bar, the hotel is replete with elements that give it that wow factor.



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which occupied the original space and the downtown hardware store."

The garden suites, which provide direct access to the edible gardens, have been designed to create a feeling of well-being and are another exciting aspect of this downtown destination. Guest rooms also feature headboards using a variety of materials integrated with Legrand power centers, which can be adjusted with a smartphone device and paired with additional remote switches for even more control.

The owners are not new to revitalizing and injecting a particular brand of localism to properties. They have previously accomplished this with Sir Richard Branson's Necker Island and a quiet town in Vermont, through their ability to seek out the quiet, keep it exclusive, and add a touch of elegance without losing that homegrown touch.

The property is a physical manifestation of the hotel's brand, and shares the story of the city through an authentic, immersive experience. The owners are excited about delivering the spirit of San Luis Obispo to locals as well as the travelers that will be stopping by.

Gerald Olesker is the creative entrepreneur behind the collaborative groups derived from Architectural Detail Group, ADG Eco Lighting Products, ADG Lighting, and 20/twenty publishing. Gerald applies his background in architecture and has over 20 years of experience as an architectural industrial designer and project influencer to innovate. For more information, visit [adglighting.com](http://adglighting.com) or call (818) 597-9494.

Playing off the agricultural aspects of the area, Saude injected some steampunk elements into the design of the hotel as well as mission-style inspiration, all in a fresh, contemporary way.

The hotel's spa, Spa Cerro, has a playful yet elegant vibe. With relaxation decks throughout the space, it features an illuminated ceiling sculpture designed by ADG Lighting that provides a unique and custom look. The hotel also features the city's first rooftop pool.

In addition to the interior design details, other local talent that have been a part of this project include local farmers and ranchers, artisanal chefs, as well as award-winning vineyards and wineries.

The highly anticipated Brasserie SLO restaurant features steel-raised planter boxes of mixed herbs and vegetables. According to Owner Beverly Matthews, "The Brasserie, which will operate as a distillery and restaurant, pays homage to the famous SLO Brew



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