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SPRING 2018



# RESTAURANT DESIGN

WILDHAWK BY JAY JEFFERS





**CLOCKWISE FROM THE TOP**  
 LEFT: Jeffers lined the inside of a vintage cabinet with Robert Allen fabric; Green Galleria tile meets a custom wallpaper designed by Dutch photographer Rachel de Jooede for Soonsalon; The bar is illuminated by pendants from Rejuvenation.

When tasked with overhauling one of San Francisco's most iconic watering holes, Jay Jeffers and his team asked themselves, "What would Lola want?" Formerly known as the Lexington Club, the new restaurant and bar is called Wildhawk, which inspired Jeffers to seek inspiration from the historic San Francisco siren Lola Montez, a risqué dancer, singer and mistress to King Ludwig I of Bavaria who was popular during the mid-1800s. "This was my first public space to design, and I really enjoyed collaborating with my team on the exploration of the name Wildhawk," says Jeffers. "Lola Montez was said to be both glamorous and boldly unconventional, so we worked with materials that fit her personality."

When entering the moody eatery you are greeted by a long bar that stretches the length of the room and is illuminated by pendants from Rejuvenation. A herd of beautiful zebra-patterned barstools by Palecek add animal instinct, while a black-and-white floral and thorn wallpaper by Surface View enhances the vintage glam vibes. "My favorite design element is the thorny black-and-white floral wallpaper. It is dark and sexy at the same time," says Jeffers.

The designer paid homage to classic San Francisco style with the placement of pressed tin tiles on a dark beamed ceiling. Pops of emerald green Pindler & Pindler velvet on club chairs by Arteriors shine bright under modern sconces by Apparatus, creating a dynamic design that merges the past with the present. Like Montez, the energy at Wildhawk is alluring and mysterious with an unexpected detail around every corner.

— Lindsey Shook