



The Keating by Pininfarina – San Diego's Premier Luxury Boutique Hotel



The Keating Hotel by Pininfarina, slated to open fall 2006, is a statement of our time, combining the highest level of expressive Italian design with sophisticated and personalized service.

The Keating defines a new standard for lifestyle hotels worldwide. Designed by the world-renowned Italian design team, Pininfarina, responsible for such luxury brands as Ferrari and Maserati, the 35-room Keating is the legendary groups' first foray into hotel design. In the Pininfarina tradition, the environment is characterized by pure, clean, ergonomic design, where breathtaking form meets function in every possible detail. What remains is the essential, but not the minimal. Modern Italian design is punctuated by the use of historical details. The result is a unique emotional experience -- a catalyst for the imagination.

"Pininfarina's modern aesthetic and innovative approach to design partnered with the intricate historic details of the property will make The Keating unlike any other in the world in terms of both form and function," said Paolo Pininfarina, Vice Chairman Pininfarina S.p.A. and CEO Pininfarina Extra. "We are very pleased to have the opportunity to collaborate on such a unique, emotional project in one of the country's most exciting emerging urban destinations."

Conceived and operated by San Diego based lifestyle group BOND Urban Habitat and Edward Kaen, local real estate developer, The Keating will redefine urban hotels in Southern California. Situated at the premier location of 5th Avenue and F Street downtown, The Keating is centrally located in the heart of the Gaslamp Quarter. It is within walking distance of the San Diego Convention Center, Horton Plaza and major corporate offices, restaurants and nightclubs.

With its historic Romanesque Revival façade and contrasting modern sleek interior, The Keating is perfectly poised to solidify downtown San Diego's burgeoning "chic metropolitan" status. For the sophisticated, savvy, style-conscious traveler (and celebrity), it will be the long awaited answer to the question of where to stay in downtown San Diego. "San Diego is a beautiful city with the potential to truly become a world class metropolitan destination. It is very exciting to see sophisticated enterprises taking shape here in the city and we feel fortunate to be a part of this creative evolution," said Robert Watson, founder of BOND Urban Habitat. "The Keating will be San Diego's first authentic urban boutique hotel, combining historical architecture, cutting edge design, and innovative services to evoke a modern destination with subtle sex appeal."

Owner Edward Kaen adds, "The Keating is one of San Diego's oldest buildings which will now become one of San Diego's newest attractions. The collaboration with Pininfarina will take The Keating to another level." Perfecting the welcoming atmosphere through the use of color, lighting, unique materials and custom designed furnishings exclusive to the property, Pininfarina will set the stage for a luxurious yet refreshingly modern experience designed to appeal to a higher level of discerning traveler. The Keating will be comprised of 35 luxurious stanzas, Italian for guestroom, each designed to reinvent the "expected" guestroom experience by omitting interior walls that traditionally separate the warm and wet zones (defined by Pininfarina as the bedroom and bathroom). Each stanza will feature high ceilings, exposed brick walls and



oversized windows that welcome natural light and provide a voyeuristic view of the bustling city streets below, adding to the dramatic effect.

Exceptional amenities will include personalized in-room check-in, goose down feather bed and goose down duvet, sumptuous Egyptian cotton linens, in-room High Definition plasma television and entertainment experience by Bang & Olufsen, in-room Lavazza espresso machines, customized sip + crave selection bar, high-speed WIFI, Dornbracht bath fixtures, custom bath amenities and plush bathrobes.

The Keating will offer a semi-private subterranean lounge, exclusive to guests of the hotel and an eclectic mix of the who's who of Southern California. Indulgence will take on new meaning as phase two of the project emerges with a signature restaurant located adjacent to the main hotel, destined to expand San Diego's culinary horizons, along with the completion of a sultry rooftop glass bottom pool and eight additional premium suites.