

Keating Hotel by Pininfarina among the Fortune's best new business hotels



The **Keating Hotel by Pininfarina**, San Diego's premier boutique hotel, has been named one of the “**33 best new hotel for business**” by global business magazine **Fortune**, whose editors partnered with design bible Wallpaper* and scoured the globe to find the top new spots in dealmaking hubs.

Designed by Pininfarina, which expressed itself for the first time into hotel design, the 35-room Keating Hotel, located in an historic building in the heart of San Diego's Gaslamp Quarter, made headlines with its sleek red, black and stainless steel décor when it came on the scene a year ago. But more than having the finest combination of premier location, cutting-edge design and the highest level of true personalized service, the boutique hotel is also setting new standards in San Diego by being environmentally friendly. Thanks to that, it was recently named the project winner of the inaugural **Earth-Minded Awards**, presented by Hospitality Design magazine and American Society of Interior Designers to recognize exceptional sustainable design in hospitality projects and products.

Fortune highlighted not only the hotel's automotive-inspired design, but also its cool open layout: “*Pininfarina (famous for its Ferraris) refitted the historic red-brick building with 35 rooms without walls between bedroom and bath.*”