



## THE LINE

The Line is a hotel collaboration by the Sydell Group with Roy Choi, The Houston Brothers, Sean Knibb, and Poketo. The mid-century building was designed by Daniel Mann Johnson + Mendenhall in 1964 and has been restored and fully renovated with re-imagined public spaces and guest rooms designed by Sean Knibb. Sitting alongside Koreatown's famous pre-1940 brick colonial revival buildings, The Line draws its inspiration from the distinct Korean culture of its surrounding neighborhood – a neighborhood that's working and playing 24 hours a day thanks to Southern California's highest concentration of restaurants, bars, and round-the-clock businesses.

Central and convenient to LA's different neighborhoods, The Line is located on Wilshire Boulevard and Normandie Avenue between Beverly Hills, Downtown, and Hollywood.

### ABOUT

- Address: 3515 Wilshire Blvd, Los Angeles, CA 90010
- Website: [www.thelinehotel.com](http://www.thelinehotel.com)
- Phone: 213.381.7411/800.600.THELINE
- Soft Opening: January 2014
- Completion: Spring 2014
- Rates: Starting at \$240

### AMENITIES AND SERVICES

- 388 guest rooms; including studios, suites and apartment suites
- 12 stories
- Floor to ceiling windows and views
- Free, super-fast Wi-Fi
- King-sized beds
- Large flat screen LCD HD television with the ability to stream personal content
- Soundfreaq docking station, charger, radio and alarm clock
- Very large custom desks and bedside tables made of bleached ash wood
- Water closet and showers with shower stools
- Baxter of California bath amenities
- Down comforters and pillows (hypoallergenic upon request)
- Custom plush top mattresses
- Original and unique watercolor artworks by Claire Oswalt in every room
- Line commissioned photography prints by Kevin Hanley and ACME Gallery

- Fully stocked Minibar with curated selection of Korean and Western snacks
- Outdoor pool deck with citrus trees, scented flora, chairs and lounges. Pool bar and food delivery by Roy Choi.
- Over 12,000 square feet of unique indoor and outdoor meeting, event and private dining space
- Onsite meeting and event planning support and dedicated audio/visual team
- 24 hour fitness center

## **RESTAURANTS BY ROY CHOI**

### **POT**

POT is Roy Choi's take on the Korean hot pot restaurant. Hot pots, blood soups, frenetic energy, and BBQ. [www.eatatpot.com](http://www.eatatpot.com)

### **POT LOBBY BAR**

A classic hotel bar as found in Korea for international travelers, only this one is in Koreatown. [www.eatatpot.com](http://www.eatatpot.com)

### **CAFÉ**

Café mixes the delicious chaos of Taiwanese bakeries, Korean underground food markets in Seoul, LA's El Salvadorian and Mexican panaderias and supermarket birthday cakes. Stop in for \$1 coffees by LaMill and hot buns. [www.eatatpot.com](http://www.eatatpot.com)

### **COMMISSARY**

Commissary is a greenhouse restaurant with a focus on plants, fruits and vegetables. It's a tranquil pool deck-side space with the amenities of a private club but created for the public. [www.eatatpot.com](http://www.eatatpot.com)

### **TAKE-OUT**

Take-out is the in-room service – fast, compact, delicious, communal. A package is dropped off at the doorstep for guests to unwrap, enjoy and then bundle back up and place back outside the door.

## **NIGHTLIFE**

### **SPEEK**

A discrete, mid-century lounge hosted by the Houston Brothers.

## **RETAIL**

### **POKETO**

International 24-hour newsstand and boutique curated by Poketo. [www.poketo.com](http://www.poketo.com)

## **COLLABORATORS**

### **SYDELL GROUP**

Founded by Andrew Zabler, The Sydell Group is the lead collaborator on The Line. Sydell is an owner, developer, and manager of lifestyle hotels. It is a company built on the idea of sharing, collaborating, and encouraging the creative process to create unique hotels deeply rooted in their location and architecture. The company launched its first hotel collaborations in 2009 with the Ace New York and Ace Palm Springs. Sydell followed with the Saguaro Hotels in Palm Springs, California and Scottsdale, Arizona. The NoMad Hotel in New York came next, followed by The Freehand in Miami. The Line is the company's most direct extension of its collaborative philosophy.

### **Roy Choi/Tengrand**

Chef Roy Choi – born in Seoul, Korea and raised in Los Angeles California – helms the hotel's restaurant offers. He creates Koreatown and Korean food through the eyes of an American with Korean blood.

### **The Houston Brothers**

The Houston Brothers who are behind LA's La Descarga, Harvard and Stone, and no Vacancy bring their definitive cocktails– and their knack for creating atmospheric, nostalgic spaces– to the hotel's discreetly tucked away, mid-century lounge bar.

### **Knibb**

Founder Sean Knibb is responsible for the design of The Line. Knibb uses natural materials, organic forms, and open spaces to create indoor and outdoor environments that blend insight, function, and intimacy.

### **Poketo**

Founded by husband-and-wife team Ted Vadakan and Angie Myung, Poketo (pronounced poh-KEH-toe) got its name through Angie's Korean grandmother's mispronunciation of "pocket." Since 2003, Poketo has grown from an upstart creative enterprise known for their limited-edition vinyl artist wallets to a leading lifestyle brand that retains its indie vibe.

### **Folklor/David Irvin**

Folklor, a multi-disciplinary creative agency based in Los Angeles and founded by David Irvin, is responsible for The Line branding. Folklor also works closely with Roy Choi and Tengrand.

### **Linus Bikes**

Venice based and founded, Linus is a bicycle maker that is taking Los Angeles cycling and the urban commute beyond beach cruisers and the fixed gear community. Linus has co-developed local bicycling route maps with the hotel and built 25 custom Line co-branded bicycles.

### **Xtra Shiny**

From the small Australian city Adelaide, Xtra Shiny and their story-driven local magazine with big ambitions, Collect, combine neighborhood journalism and the corner store story. The Line collaborated with Xtra Shiny to produce a magazine about The Line's neighborhood and the greater Los Angeles community.

### **Kevin Hanley and ACME Gallery**

Kevin Hanley is a Los Angeles based artist and photographer represented by ACME Gallery, which is located just down the road at 6150 Wilshire Boulevard. Kevin shot a series of 11 original photographs for The Line, which can be seen in the hotel guestrooms.

### **Claire Oswalt**

Claire Oswalt is a multi-dimensional, Los Angeles based artist whose work ranges from the highly technical to the abstract. For the Line, Claire has created 400 original and unique pieces of watercolors on display in the hotel guestrooms.

## **NEIGHBORHOOD AND TRANSPORTATION**

### **The Neighborhood**

Koreatown is 24/7. It's hard working, and plays hard too. Central and convenient to LA's different neighborhoods, The Line is six miles from Beverly Hills, three miles from Downtown and three miles from Hollywood. Downtown and Hollywood are mere minutes away by subway, which is directly across the street from The Line. A central location in a pedestrian-friendly neighborhood, The Line is ideal for exploring the city's attractions and the neighborhood's discrete charms that include, but are not limited to: The Wiltern Theatre, Wi Spa, Paramount Studios, Dodger Stadium, Griffith Park, Los Angeles Convention Center, Staples Center, Hollywood, Amoeba Music, and LACMA. Even closer are Mapo, Paris Baguette, Myung Dong KyoJa, BCD Tofu House, and Bohemian Café.

### **The Subway**

One of LA's best-kept secrets – the subway is fast, clean, and easy. The hotel is directly across the street from the LA Metro Purple Line that connects to Hollywood, Downtown, Union Station, Culver City Pasadena and everywhere in between - without the traffic.

### **Bikes**

The collaboration with Linus Bikes brings The Line's guests urban commuting and exploring bicycles. The 3 speed bikes have steel frames, leather saddles and handle wraps by Brooks of England, and come with custom saddlebags, helmets and a lock.

## **PRESS INQUIRIES**

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