

CITIZENM UNION SQUARE HOTEL

- SAN FRANCISCO, CALIFORNIA, USA

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THE CHALLENGE

Dutch hotel chain citizenM has always been known for frictionless, tech-rich experiences at their many properties. Their low-contact model has left them uniquely situated for success in a post-COVID environment.

Rapid expansion across the west coast necessitated the use of envelope system construction and prefabricated elements to ensure projects could more efficiently operate in tight, urban spaces. Prefabricated building systems manufacturer Clark Pacific was called to work on the elements—but another party would be needed to transform their precast color to meet the aesthetic requirements of project management and designers.

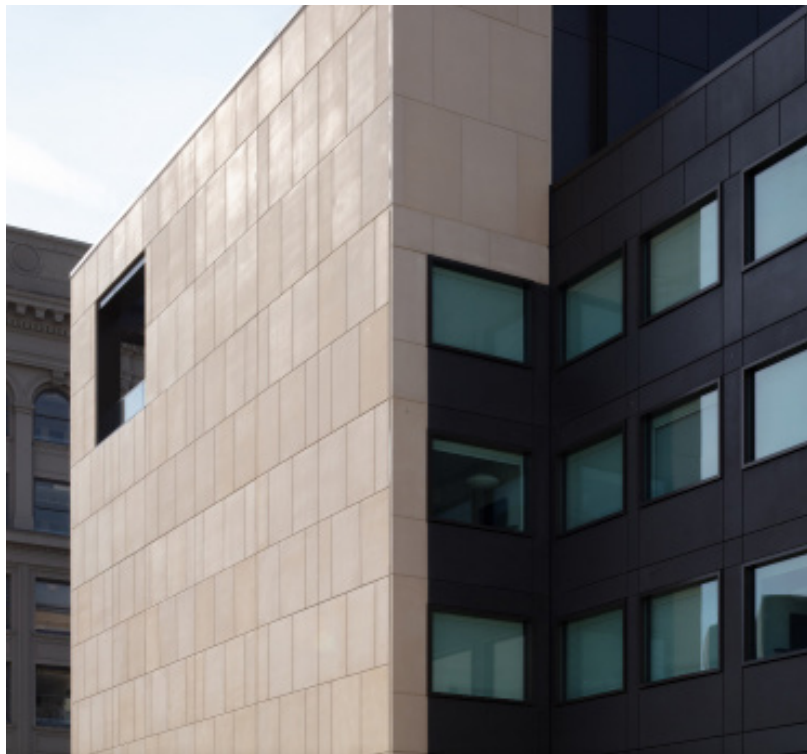
The challenge was twofold, as Clark Pacific needed custom and metallic colors as specified—but due to site limitations, the colors would need to be fabricated and professionally applied offsite. Therefore, a durable, elegant solution would need to come to them.

THE SOLUTION

Clark Pacific collaborated with Nawkaw to develop a sustainable solution that could be delivered at scale. Nawkaw mobilized expert Stain Technicians to Clark Pacific's California yard—working on A-frames to equal out the existing color on Clark Pacific's stone finish elements. Imperfections inherent in the concrete manufacturing process were easily equalized using Nawkaw's patented techniques and expert operations.

Next, Nawkaw's customized stain solution was applied across the precast building envelope off-site—bringing the original metal-inspired design of the final citizenM property to life on the yard. These elements were later transported to the property site and assembled.

The final look is a seamless match to the original architectural intent of the property—to evoke the high-tech, low-contact citizenM experience in visual form. Nawkaw's stain solution, particularly when combined with precast elements, represents a powerful marriage of efficiency and durability for large and small commercial projects.



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citizenM Union Square Hotel, San Francisco, California



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