

View Dynamic Glass helps reinforce the W Hotel's eco-centric philosophy by letting in more natural light without heat or glare



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Improves hotel  
ambiance and quality of  
natural light

Enhances guest  
experience and comfort

32% better at blocking  
heat than traditional  
low-e glass

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**W San Francisco**

Glazier: Bagatelos Architectural  
Glass Systems

## W San Francisco, San Francisco, CA

The aura at the W San Francisco is cool, urban chic and eco-friendly. When heat and glare in the hotel's public spaces lessened that experience, the W restored balance with View Dynamic Glass.

**Objectives** The W San Francisco Hotel in downtown aims to offer an eclectic urban retreat with a refreshing vibe and extraordinary service. Located in the heart of the SoMa district, the hotel contains a large lobby with southeast-facing windows. Fritted, patterned glass was installed, but did not fully meet the W's goals of comfort and sustainability.

**Solution** View and the W Hotel partnered to showcase View Dynamic Glass in the lobby and lounge areas of the hotel. The glass was retrofitted into existing framing and set on an automated schedule that tints the glass to various levels throughout the day. Dynamic Glass improves the guest experience and provides the hotel with an opportunity to feature technology that meets its sustainability objectives. The W prides itself on being a sustainability thought-leader in the region and is LEED Silver certified.

**Outcome** View Dynamic Glass preserved the city views with greater guest comfort and enhanced the signature contemporary design of the W lounge area and the luxury guest experience.

"View dynamically tinting architectural glass is a great fit for the W San Francisco," says Michael Pace, general manager. "In the short period of time

### Team

**Glazier:**  
Bagatelos Architectural  
Glass Systems

### Glazing system

**Project type:**  
Retrofit  
**System type:**  
Storefront  
**Make and model:**  
Bagatelos Glazing System

### IGU makeup

**Overall thickness:**  
1"  
**Outboard lite:**  
6mm tempered clear with EC  
on surface #2  
**Spacer:**  
½" black warm edge spacer  
**Inboard lite:**  
6mm tempered clear



since the glass has been installed, we are already experiencing improved ambiance and a better quality of natural light. We continually strive to deliver the ultimate guest experience through innovative design, and View Dynamic Glass is clearly an example of a technology that achieves our goals. This technology will enrich our guests' comfort in the public spaces and will save considerable energy, furthering our aggressive corporate sustainability goals."

Due to the success of the lobby install, the hotel recently decided to implement View Dynamic Glass into its rooftop terrace space.

### Payoffs

- Improves usability of lobby and lounge area by providing intelligent tint control and more natural light
- Increase in guest comfort
- Enhances W San Francisco Hotel brand and guest experience