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## Linda Hoffman: Illusion Transforms Reality

What if you live in a beautiful 1920s Italianate home—but next door there's a flat 1950s box of a building spoiling the view? The best thing would be to buy the other building and turn it into a Tuscan villa, right? So you call Linda Hoffman. Without ever touching a hammer or praying for a city permit, she'll design the villa of your dreams and bring in the crew to create it—in paint and plaster. That's what is happening with a San Carlos project that uses three techniques: fresco, trompe l'oeil and digital art that will turn ordinary sliding glass doors into castle doors.

"You can get an illusion via construction, with a lot of noise, mess and the ordeal of the permit process," she explains, "or you can achieve the same look the no-hassle way, with paint. We enjoy creating artistic painted environments."

### Talent Meets Technology

Linda's Woodside-based company, Guided Imagery Design & Productions, uses ancient and advanced methods to design and implement hospitality and residential art projects. She creates huge digital computer art for walls, windows and floors; hand-painted trompe l'oeil effects; and old-world, multi-process textured frescos. She turned F.A.O. Schwarz' San Francisco outlet into a child's paradise, and is producing a 20' x 30' architectural rendering for the lobby of the Westin Santa Clara to visually echo the actual outside courtyard designed by Bent Severin & Associates.

If a client doesn't want to wait or interrupt construction for painting, Guided Imagery can even produce mural wallpaper off-site that's installable in a few hours. Their work has been featured in numerous magazines, including *Sunset*,



Greek Art of Antiquities, one of Guided Imagery's mural collections installed at the Acorn Restaurant in Menlo Park, CA.

### Boom Times for Hospitality Business

Tourism, the heart of the Bay Area's economy, is on a sustained upswing from the 1992 recession, heating up the entire hospitality industry. Restaurants are packed and more seem to pop up each week. On any given day, 131,000 tourists are in the City (16.2 million annually) spending \$13.5 million. Moscone Center, booked beyond the year 2000, is engaged in a 300,000-square-foot expansion that will bring more conventioners to town.

Oakland's hotel occupancy rate for '97 averaged 79%; the daily rate rose to \$88.50, up 25% from just two years before. San Jose and the Silicon Valley in general, riding the crest of the biggest Gold Rush since Sutter first staked his claim in the Golden State, can't put up buildings fast enough. That means more product, more design and more dollars for hospitality folk around the Bay.

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A 26' x 20' custom mural by Guided Imagery for Taxi's Restaurant in downtown Palo Alto, CA.

Linda Hoffman *continued*

*Artist, Where* and the Silicon Valley Bible, *Upside*, which highlighted a faux library created for Heidi Roizen's Atherton home.

"I had to promise not to reveal the titles of the faux books," she says. The titles were provided by computer gurus like Bill Gates and Scott McNealy. Other clients include Intel, Taxi's and Acorn Restaurants, and the Stanford Terrace Inn in Palo Alto.

#### Giving HIA Programs Umph

When she's not guiding imagery, Linda lends her creativity to HIA as our Program Committee Co-Chair. For the past two years, she has spent many hours arranging for the high-quality speakers who enliven our meetings .

"Our goal is to bring in speakers with their fingers on the pulse of the industry," she says. "Our members want to meet old friends and new contacts at the meetings, but they also expect stimulating programs that help them stay on top of what's happening in hospitality."



## PBD Update

**Save the Date:** Plan to join Philanthropy by Design October 18 for a special day trip to the renowned Oliver Ranch Sculpture Garden. Call PBD for details.

#### Current needs:

- Custom design of a reception desk: South of Market Health Center
- Project manager: Oak Street House, a transitional residence for homeless mothers & infants
- Design for small office: MAITRI AIDS Hospice
- 60 computer desk chairs: BAVAC learning center
- Good sofas, end tables & lounge chairs

### MARK YOUR CALENDAR

#### JULY 24-27

SUMMER DESIGN DAYS—San Francisco Design Center

#### FRIDAY 24

"Under the Spell: The Fusion of East/West Design"  
San Francisco Design Center

SPEAKERS: Grover Dear of Archastia (Hong Kong),  
Barbara Allen of HLA (Hong Kong)

FASHION PRESENTATION: David Tang of Shanghai  
Tang Corporation. Any questions contact Margaret Collard of  
International Art Properties 415-863-3406.

#### TUESDAY 28

"Hats off Luncheon" in honor of JoAnne McDowell presented by  
IFDA at Art Deco Exchange, SF Mart. For further information  
contact Patricia Clarke of IFDA at 415-665-9200.

#### AUGUST — WEDNESDAY 12

HIA General Meeting. Surprise speaker. Location to be  
announced. Contact Mike Skaar of Skaar Furniture Associates  
for more information 415-487-9900.

#### SEPTEMBER — WEDNESDAY 9

Special HIA panel with John Radulski, Editor, *Hospitality  
Design*, and Steve Pinetti, Kimpton Hotel & Restaurant Group,  
Inc. Contact program co-chair Linda Hoffman 650-324-0323.



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