

RENAISSANCE NEWS

RAMADA RENAISSANCE HOTEL • 55 CYRIL MAGNIN ST.
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"IT'S A WRAP!" MARKS OFFICIAL GRAND OPENING OF RAMADA RENAISSANCE HOTEL

December 3 Event Highlighted by "Wrapping" 32 Story Property with 6,000 Foot Ribbon

San Francisco, November 15, 1984...The \$130 million Ramada Renaissance Hotel will give new meaning to the phrase "It's A Wrap" with its Grand Opening festivities on December 3.

Symbolizing more than five years of planning and construction, the 32 story flagship of the Ramada Hotel Group will be "wrapped" from top to bottom in over 6,000 linear feet of red ribbon -- a 40 foot bow over the main entrance of the hotel will complete the world's largest hotel "package."

At 11:00 AM on Monday, December 3, Mayor Dianne Feinstein, Renaissance owners Chak Fu Chan and Lawrence Chan, developer Caleb Chan, San Francisco's Chief of Protocol Cyril Magnin, Ramada Hotel Group Chairman of the Board Richard Snell and Renaissance General Manager John Small will untie the bow and officially open San Francisco's newest and third-largest hotel.

The Guinness Book of Records indicates that "wrapping" the Renaissance may qualify under a number of records, including World's Largest Textile Decoration and World's Largest Ribbon and Bow.

2-2-2 - Ramada Renaissance Wrap

Under the direction of Scott Redmond of San Francisco-based Redmond Productions, the 15 foot wide ribbon, made of ripstop nylon, will take more than 30 engineers and designers to "wrap" the hotel - and almost three days to rig. According to Redmond, there is more to the project than meets the eye: "An enormous amount of planning goes into this type of production. We have to accommodate San Francisco's capricious winds and changing climate, as well as the safety and convenience of hotel guests and street traffic."

Rigging begins on Tuesday, November 27 at about 3:00 PM. The continuous ribbon will first be wrapped around the 32nd story rooftop area; it will then descend in a V-shape, secured at each floor, ending just above the main entrance of the Renaissance, where the 40 foot bow will be placed (see attached rendering).

The ribbon was manufactured by Howe & Bainbridge, Inc. and is dyed in a festive holiday red. Barring inclement weather, the "wrap" will be in place by the evening of Friday, November 30 and will remain on the hotel through Grand Opening festivities the first week of December; it will be taken down beginning Thursday, December 6 with total removal by December 8.

A veteran of more than 14 years of producing unusual events, Scott Redmond has created scores of ~~special effects~~ ^{ceremonial spectacles} - multiple laser light displays; The World's Largest Indoor Garage Sale; a life-sized soft sculpture of a whale; the miles of red, white and blue decorations and the fireworks display for Queen Elizabeth's 1983 visit to California; lighting the Pacific Ocean, and producing the 100,000 person Bay to Breakers "Festival in the Park."

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The 1,015 room Ramada Renaissance Hotel is owned by San Francisco-based International Hoteliers Ltd., and managed by the Ramada Hotel Group of Phoenix. For information contact the Renaissance at 55 Cyril Magnin Street, San Francisco, CA 94102, (415) 392-8000.

**RAMADA
RENAISSANCE™
HOTEL**
SAN FRANCISCO

Artist's rendering of ribbon wrap for the December 3, 1984 Grand Opening of the \$130 million, 1,015 room Ramada Renaissance Hotel in San Francisco.

6,000 feet of 15-foot wide 'ribbon' in one continuous length, beginning above the main entrance, wrapped behind the penthouse level at the 32nd floor level and returning to the point of origin, where a 40-foot wide bow will be in place.

Ribbon is made of ripstop nylon. Actual color is burgundy.

Engineers will begin rigging on Wednesday, November 28 and will be finished by Friday, November 30. The bow will be 'untied' at the dedication of the Hotel on December 3, then retied later and left in place along with the ribbon until Thursday, December 6 when the entire ribbon will be removed.

See fact sheet for details.

