

D.C. hotel uses RBG, tampons to honor women's accomplishments

by Kristen Schneider | Friday, October 23rd 2020

AA



The weight of women's accomplishments is noticeable as soon as the doors open, revealing a portrait of the late honorable Justice Ruth Bader Ginsburg. Andrea Sheehan and Julie Coyle Studios used 20,000 hand-painted and repurposed tampons to construct the portrait.

WASHINGTON (ABC7) — A new hotel in Downtown D.C. is highlighting female empowerment not only in concept, but also in its art.

Hotel Zena opened October 8 in Logan Circle, with a goal of "creating a safe gathering space that celebrates diversity, respects different points of view, and opens the floor to topics" the involve passionate conversation, according to John Bortz, CEO of Pebblebrook Hotel Trust.

RELATED | [A hotel dedicated to celebrating female empowerment will open in D.C. this year](#)

The 191-room hotel makes its debut months after the 100th anniversary of the ratification of women's right to vote. The weight of women's accomplishments is noticeable as soon as the doors open, revealing a portrait of the late honorable Justice Ruth Bader Ginsburg. Andrea Sheehan and Julie Coyle Studios used 20,000 hand-painted and repurposed tampons to construct the portrait.

The hotel's parent company, Viceroy Hotel and Resorts, said it "honors both Justice Ginsburg's life-long dedication to women's rights and equality and her humor in the most personal and intimate form."

Sheehan is the founding principle and art director of Dawson Design Associates, a design firm that chose [more than 60 pieces of art](#) created by feminist artists of both genders. Sheehan called [Hotel Zena](#) the first "Female Z" hotel on the East Coast.

"Given its strategic location and our society's current state, it just made sense to us to take a public stand central to its creation," Sheehan said. "We both believe in the power that art can play in bringing people together."

Hotel designers plan on adding more celebratory art as the hotel continues to grow. The next plan for the hotel includes a rooftop bar featuring art of "Dancing Druids" and a six-foot tall statue of Venus with internal lighting.

Those behind the hotel know its art and concept may rock the boat but aren't derailed by the potential criticism.

"We know we're pushing boundaries and might even make some people uncomfortable—and we're okay with that," Bortz said.