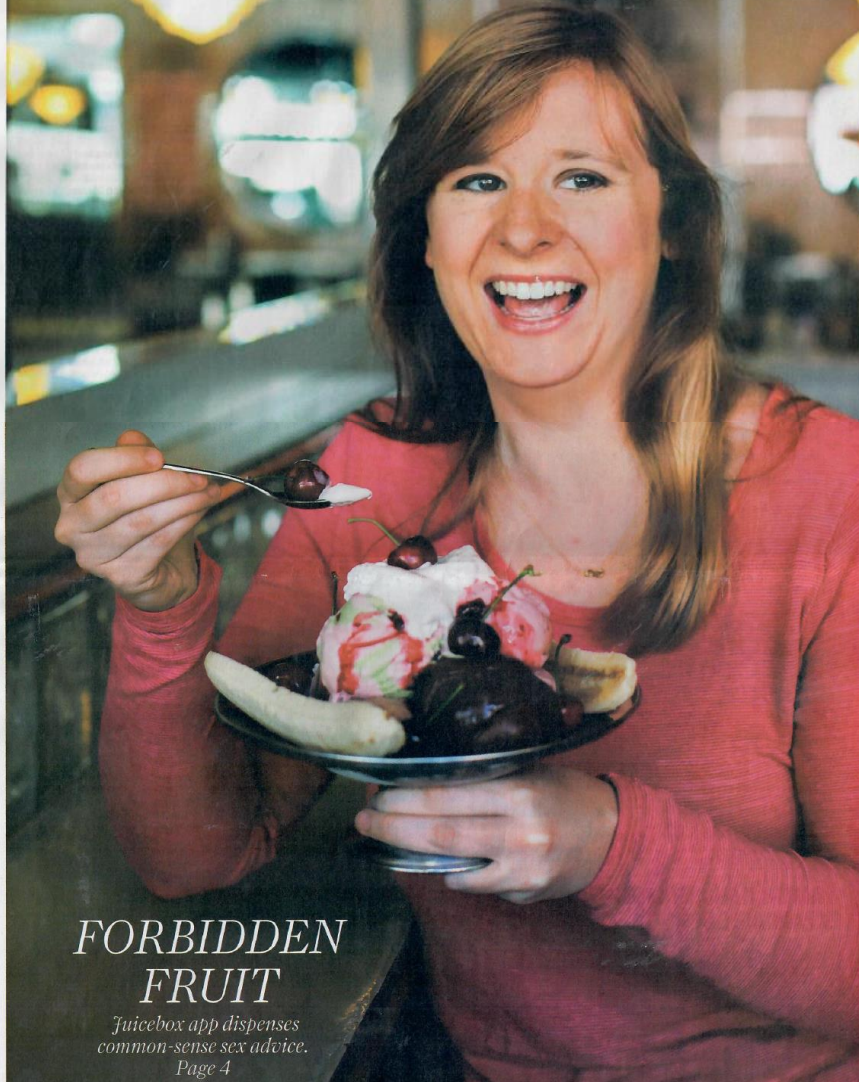# Style

FORBIDDEN FRUIT

Juicebox app dispenses common-sense sex advice.
Page 4

Radar
The white shoe rule, revisited.
Page 2

Newspeak
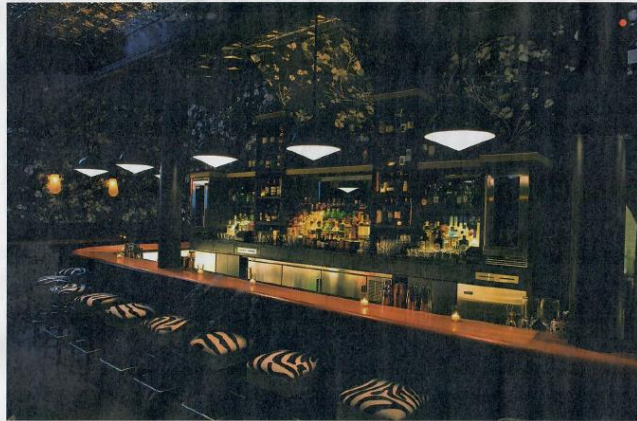*Matt Haber tackles buzzwords in new column.*
Page 3

Design
Wildhawk channels femme fatale Lola Montez.
Page 6

First look
Luisa Spagnoli makes its U.S. debut in Palo Alto.
Page 9

DESIGN

Wildhawk is "one room that needs to feel intimate and interesting," says designer Jay Jeffers. The original Lexington Club bar, left, with zebra barstools is balanced by Victorian-style wallpaper. The seating area, below, has modern furnishings that contrast with the patterned tin ceiling.

Photos by Carlos Avila Gonzalez / The Chronicle

Jay Jeffers was inspired in his design by femme fatale Lola Montez, the woman in the custom collage wallpaper in the bar's powder room.

Wildhawk
3464 19th St., San Francisco. www.wildhawksf.com

Liz Hafalia / The Chronicle

"There's a reflective quality that makes the room feel open," Jeffers says, of the coffee table that reflects the wallpaper.

TAMED BUT WILD AT HEART

By Tony Bravo

At Wildhawk, the new bar by Plumpjack Group in the Mission District, unexpected details in every niche tell the story of one of history's most celebrated femme fatales.

"I imagined Lola holding court in the back corner of the bar with her callers," says Jay Jeffers, the space's designer, of the bar's muse. "Lola" is Irish dancer and entertainer Lola Montez (1821-1861), the notorious courtesan who bewitched King Ludwig I of Bavaria and eventually settled in California after fleeing the revolution she inadvertently helped trigger in the German state.

"She had many scandalous public affairs," Jeffers said. "In Victorian times, the young cosmopolitan set in San Francisco loved that. I channeled that idea that this was a place your parents might not want you to go to, but you'd go anyway."

The bar was formerly the lesbian Lexington Club, a space dive-y decor. The Lexington closed in 2015 after 18 years due to rising costs and the changing face of the neighborhood. Jeffers wanted Wildhawk to have "a completely different personality than before," and one of the first places he started was lighting. It was important that there be both a "lighter, reflective quality," which he achieved by opening the bar's windows and adding alternating patterned tin ceilings, as well as plenty of lighting that "creates areas of both illumination and then shadow."

Contrasting with the haute Victorian details and the Chinoiserie of the black floral wallpaper is furniture from Jeffers' line with Arteriors, which skews to the glamour of Palm Springs modern. Touches of exoticism and homages to Montez are everywhere, from the bar stools' zebra upholstery to the antique curio cabinet that holds items relating to Montez's life.

"I wanted there to be that additional bit of history," Jeffers says. "We applied the fabric and lighting to the inside of the cabinet ourselves. I wanted it to hold things Lola would have in her travel bag for a fast getaway."

One of the most commented on design features is the bathroom's custom wallpaper. The sink-and-vanity area is covered in a collage of images of Montez. On opening night in in lipstick with the appropriate song lyric: "Whatever Lola wants, Lola gets."

"I love juxtaposition of design," Jeffers says. "Modern with traditional, neutral with color and that element of surprise. I never want it to be what you thought it would be."

> **"I channeled that idea that this was a place your parents might not want you to go to, but you'd go anyway."**
>
> *Jay Jeffers, Wildhawk designer*

Tony Bravo is a San Francisco Chronicle staff writer. Email: tbravo@sfchronicle.com

San Francisco Chronicle | June 12, 2016