



ALOHA



Handwritten text in a stylized, cursive script, possibly a name or brand name, rendered in a vibrant turquoise color. The text is mounted on a dark grey, vertically-planked wooden wall.



"Show me a man with a  
tattoo and I'll show you

**a man with an  
interesting  
past."**

the **SURFJACK**

Hotel & Swim Club

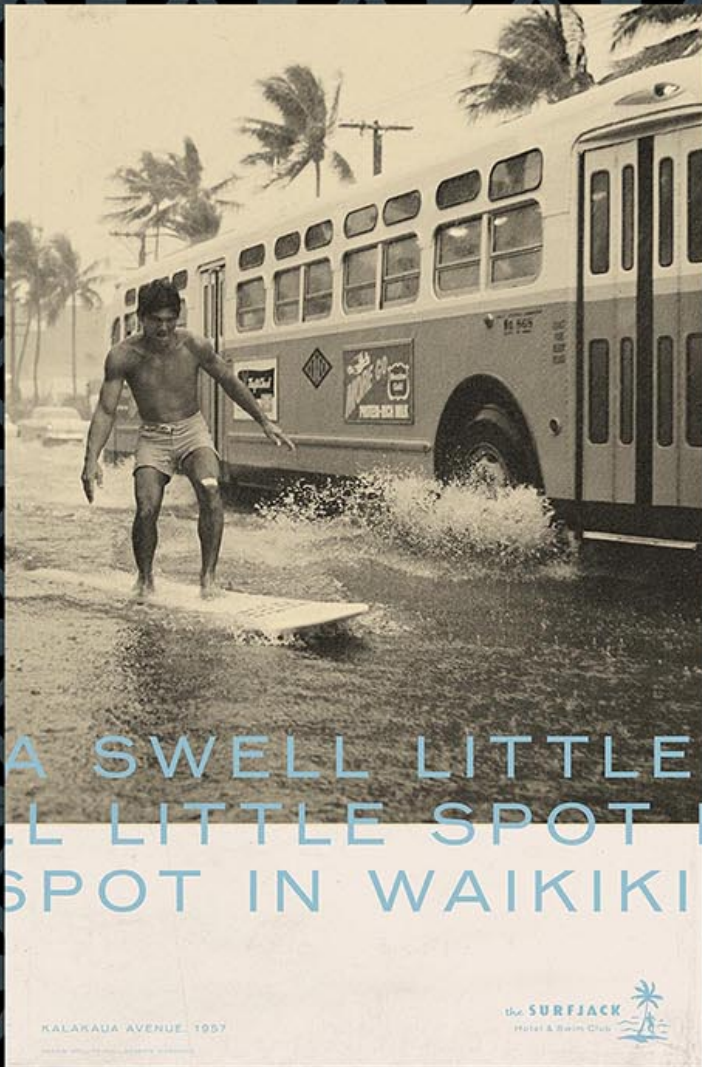


"Go **strip off your clothes** that are a nuisance in this

mellow clime. Get in and **wrestle with the sea;**

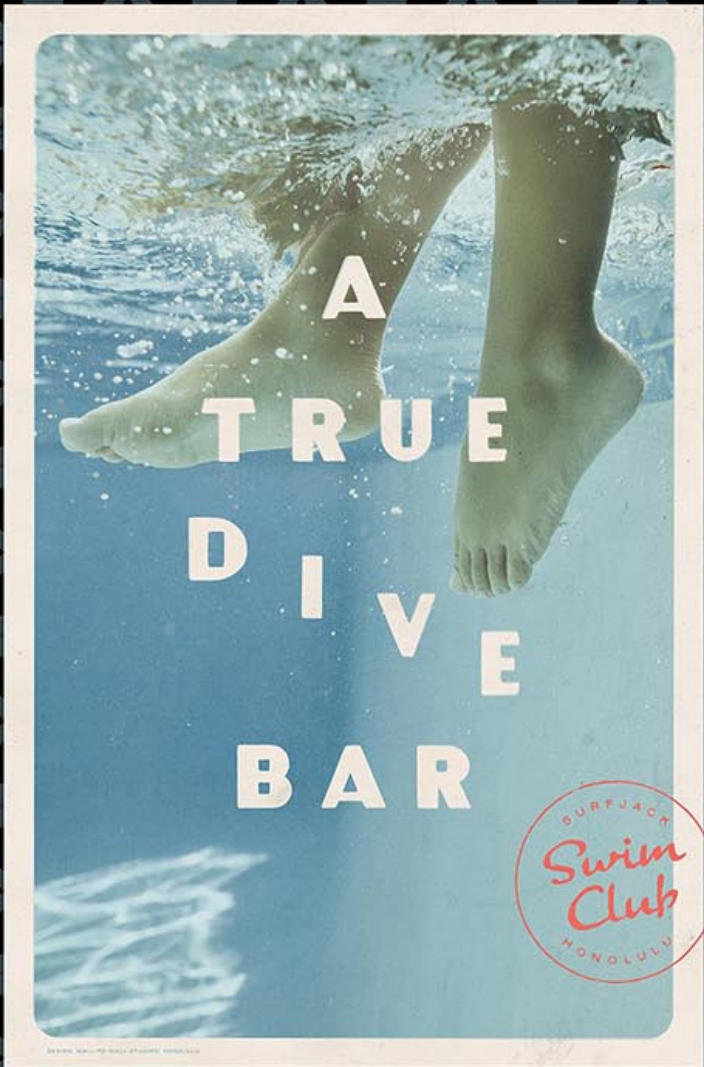
wing your heels with the skill and power that reside in you, hit the sea's  
breakers, master them, and ride upon their backs as a king should."

**"The proper function of man is to live,** not to exist.  
I shall not waste my days in trying to prolong them. I shall use my time."



A SWELL LITTLE  
LITTLE SPOT  
SPOT IN WAIKIKI

KALAKAUA AVENUE, 1957









VOGUE

"Most Instagramable New Hotels around the World"

"A Glimpse into the Future of Hawaiian Hospitality"

**COOL HUNTING**

*Sunset*

"Honolulu's Heyday Returns"

"Where All the Hipsters are this Summer"

**PLAYBOY**

ARCHITECTURAL DIGEST

"Discover the Hip Side of the Hawaiian Tourist Trap"

"'60s Beach Vibe Inside and Out  
at Honolulu's Surfjack Hotel"

**Los Angeles Times**

BAZAAR<sup>Harper's</sup>

"The World's Most Amazing Hotel Pools"

DEPARTURES

**Forbes**

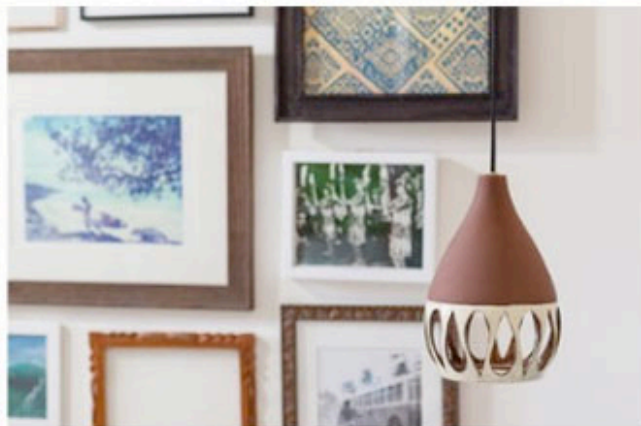
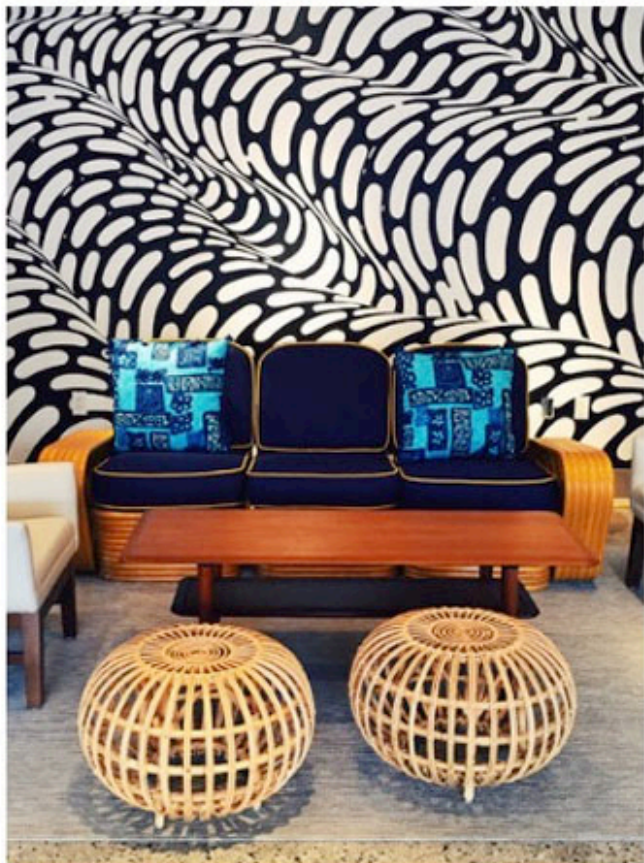
**TRAVEL+  
LEISURE**

**AFAR**



# Waikiki's Hip New Place to Stay

By JOHN WOGAN APRIL 25, 2016



The Surfjack hotel opens this month in Waikiki.

Waikiki has never exactly been thought of as cool. But the neighborhood — the tourist epicenter of [Hawaii's](#) most populous island — is getting a much-needed dose of style when the Surfjack Hotel & Swim Club officially opens this month on Lewers Street, a few blocks from famed Waikiki Beach.

AN EDITION OF Star Advertiser  
JUNE SEVENTEEN TWENTY SIXTEEN

**Metro**

Kapolei  
KAMA'AINA LOYALTY PLAYCARD  
NOW THRU AUGUST 15TH  
Great for Summertime Golf Play  
Play Three Rounds and  
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KAPOLEI@GOLF.COM • 574-8347

AT THE  
**SURFJACK  
HOTEL**

Work from a number of well-known local artists now is on display at a somewhat unusual location: a Waikiki hotel. We take a look inside this community canvas on page 6.

SEE INSIDE FOR THE GREAT INDEX TO FUN

**tgif**

**NORMAN REEDUS**  
Now that we have your attention ... Read about the splash he made this week in the gaming world.

**GET HELP**  
Tech columnist Christa Wittmier evaluates the claims of Internet self-help gurus

**SIP IN SECRET**  
A bartender from the new Harbor Restaurant shares an off-the-menu treat

THE METRO PROJECT | JUNE 17, 2016

**THE SURFJACK: A COMMUNITY CANVAS**

STORY BY CHRISTINA O'CONNOR  
PHOTOS BY MISSY ROMERO

Wish you were Here!

# THE VANGUARD THEORY

Alex Yanes  
Ali McMahon  
Alicia Yamachika  
Andrew Mau  
Breeze Block Boutique  
Brendan Monroe  
Hawaii Potter's Guild  
Dave Caldiero  
Ed Kenney  
Jason Dow  
Jasper Wong  
Jeff Gress



**WALL-TO-WALL STUDIOS**

# [SC]

Kamea Hadar  
Kris Goto  
Mark Chai  
Mark Kushimi  
Matt Tapia  
Nico Made  
Parker Mooseman  
Peter Glassford  
Retrospect Designs  
Roberta Oaks  
She Hit Pause Studios  
Tori Richard  
Wooden Wave









NO DIVING  
ALLOWED

NO DIVING







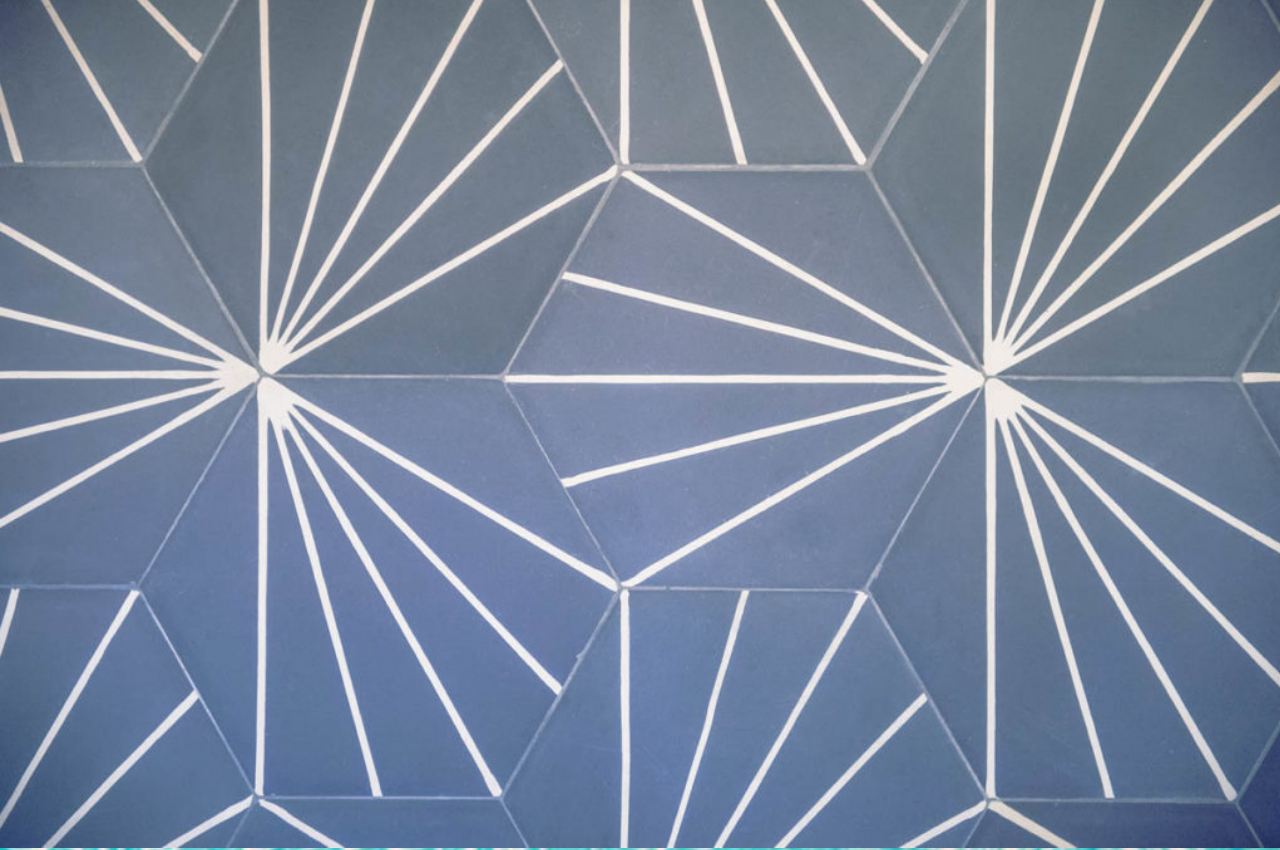












A close-up photograph of a person's hand holding a blue ceramic mug. The mug has white text printed on it. The background is blurred, showing a person in a grey shirt and a white coffee machine. The foreground is a light-colored surface.

RELAX  
you're in  
PARADISE



**M.Nii** MAKAHA  
SHORTS  
WAIANA, OAHU  
HAWAII

\* SP  
Jae





Espresso 3 1.50  
Americano 3 2.00  
Cappuccino 3 2.50  
Latte 3 2.50  
Cold Brew 3 3.00  
Iced Latte 3 3.00  
Milk 2.50 3

La Marzocco

TAKE ME, I'M YOURS  
latte & sunny days  
RAM COFFEE  
aloha



MAHINA & SUN'S

Erik

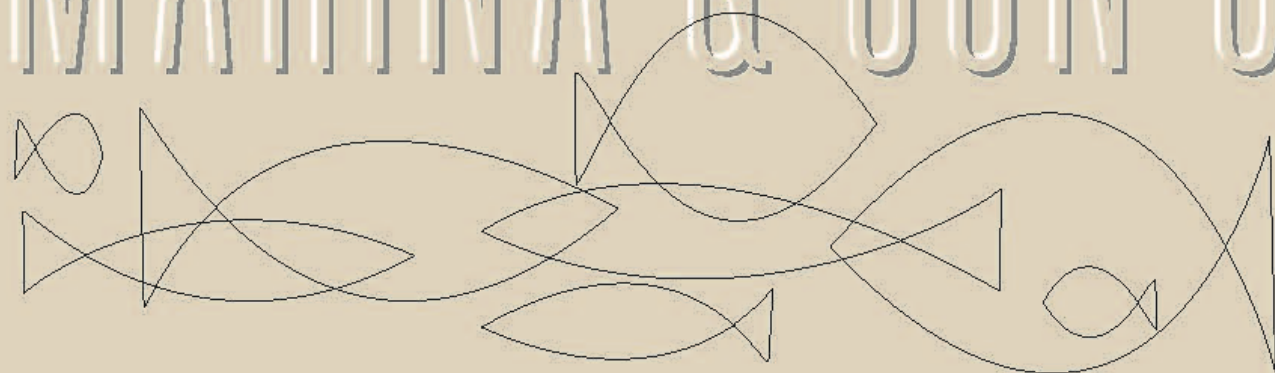
Chef Sean

DOEVERYTHING WITH LOVE

surfjacks



# MAHINA & SUN'S



## Dinner Menu

January 18, 2016

### from the garden

- fried boiled peanuts, salt & peppers 6
- sweet corn soup, kim chee, pork skins 8
- sweet land farm chevre beignets, beet ketchup 9
- butter lettuce salad, radish, watercress, avocado-herb dressing 15
- kale salad, kabocha, prosciutto, poached egg, grana, warm vinaigrette 16
- avocado tacos, shishito, pickled red onion, smoked yogurt 14
- go farm polenta, local veggies, stems, shoots, roots, leaves, and seeds 24





EXPERIENCE CALENDAR

# SEPTEMBER

15 - 30



**SCREENINGS UNDER THE STARS: DREAM STEEPLE**  
THE SURFJACK | FRIDAY, SEPTEMBER 16 | 7 - 11 PM

Vivid Films and Director/Filmmaker Edger Cibrand come to Honolulu for the Hawaii premiere of surf thriller: Dream Steeple. The film takes you on a traveler's journey in an electrified modded surf van through Bali, Hawaii, Indonesia, and more. There will be a raffle for 2 round trip tickets to the neighborhood islands, margarita specials, gourmet popcorn and live music by vintage surf rock band, Men in Grey Suits. Free and open to the public.  
[WWW.SURFJACK.COM/BOOKINGS/SCREENINGS/SEPTEMBER](http://WWW.SURFJACK.COM/BOOKINGS/SCREENINGS/SEPTEMBER)



**FLOWER CROWN WORKSHOP WITH PAIKO**  
SWIM CLUB AT THE SURFJACK  
FRIDAY, SEPTEMBER 16 | 10 - 11:30 AM

The Kalaheo based botanical boutique comes to the Surfjack for an interactive and creative DIY experience. Create your own flower crown with locally grown flora, all while enjoying a handcrafted morning mimosa. The custom of making leis was introduced to Hawaii by Polynesian voyagers, and lei-making has been tradition in Hawaii ever since. The ladies over at Paiko are plant experts and will help you create the ultimate blend of nature and design. Walk out of the class with your floral crown and the skills to craft future headpieces. [WWW.SURFJACK.COM/BOOKINGS/SEPTEMBER](http://WWW.SURFJACK.COM/BOOKINGS/SEPTEMBER) TO SIGN UP.



**TALK STORY SESSIONS: SHAPERS & CREATORS**  
THE SURFJACK  
SATURDAY, SEPTEMBER 17 | 7 - 11 PM

The Surfjack is pleased to host a talk story conversation with local shaper Matty Reynor and Aloha Builder Aaron Powell, moderated by local westerner Kapoo Quarnen. These artisans work at opposite ends of the spectrum, pushing the boundaries of how we think about, create, and ride modern surf craft. Matty & Aaron will discuss their individual and innovative approaches to board building and how it relates to a broader conversation of creativity, innovation, and contemporary surfing. This talk is a continuation of Friday night's Oahu premier of Dream Steeple - presented by Vision and created by Edger Cibrand. Music following the talk story session by DJ residents, Tohen & Jenn.



**FLOWER CROWN WORKSHOP WITH PAIKO**  
SWIM CLUB AT THE SURFJACK  
FRIDAY, SEPTEMBER 30 | 10 - 11:30 AM  
[WWW.SURFJACK.COM/BOOKINGS/SEPTEMBER](http://WWW.SURFJACK.COM/BOOKINGS/SEPTEMBER) TO SIGN UP.

### MUSIC CALENDAR

- 18 SUNDAY, SEPTEMBER 18, 6 - 9 PM  
SUNDAY SESSIONS:  
MEN IN GREY SUITS
- 20 TUESDAY, SEPTEMBER 20, 8:30 - 9:30 PM  
BOSSA NOVA AFTER DARK  
WITH SANDY TSUKIYAMA
- 21 WEDNESDAY, SEPTEMBER 21, 6 - 9 PM  
SUNDOWN SOUNDS:  
MARIA SONGSIRD
- 22 THURSDAY, SEPTEMBER 22, 6 - 9 PM  
MAHINA LOUNGE:  
SUPERPAX
- 23 FRIDAY, SEPTEMBER 23, 6:30 - 8:30 PM  
ALOHA FRIDAY WITH  
JEFF RASMUSSEN
- 24 SATURDAY, SEPTEMBER 24, 6 - 9 PM  
PACIFIC VIBRATIONS:  
CHOCOLATE LOVE MACHINE
- 25 SUNDAY, SEPTEMBER 25, 6 - 9 PM  
SUNDAY SESSIONS:  
MEN IN GREY SUITS
- 30 FRIDAY, SEPTEMBER 30, 6:30 - 8:30 PM  
ALOHA FRIDAY WITH  
JEFF RASMUSSEN

### RECURRING WEEKLY EVENTS

- SURFING THURSDAYS WITH CLIPS HAWAII**  
SOUTH SHORE OAHU | 9 - 5:30 PM  
EVERY THURSDAY | MAX 4 GUESTS  
Head offshore with our friends at Clips Hawaii for an intimate surf lesson outside of the bustle and bustle of Waikiki.  
[CONTACT THE FRONT DESK TO SIGN UP.](http://WWW.SURFJACK.COM/BOOKINGS/SEPTEMBER)
- PENTHOUSE PILATES O K A L A MAT CLASS**  
PENTHOUSE LANAI AT THE SURFJACK | 9 - 10 PM  
EVERY OTHER WEDNESDAY, SEPTEMBER 14, 28  
Watch the sunset behind the Waikiki skyline from the penthouse level. Join fitness pro and Pilates instructor Chelsea Peck for dynamic group Pilates sessions. Public welcome.  
[CONTACT THE FRONT DESK TO SIGN UP.](http://WWW.SURFJACK.COM/BOOKINGS/SEPTEMBER)

Surfjack  
TALK STORY SESSIONS  
HÖKŪLEA  
SPECIAL MUSICAL GUESTS  
Thursday, May 5, 6 - 10pm  
412 Lewers St, Honolulu, HI  
Mahina & Suns dinner reservations recommended.



ALOHA FRIDAY

# haku lei workshop

*sunfjack*

SIGN UP ONLINE: [MELEANA.COM](http://MELEANA.COM)









the **SURFJACK**

Hotel & Swim Club

