INSIDER

Seasonal diversions and secret travel tips from local experts

◦ NORTHERN CALIFORNIA

This month:
OUTER SUNSET, SAN FRANCISCO

The insiders:
TIM HOLLINGER & SPENCER ARNOLD
CO-OWNERS, BATHING CULTURE

Tim Hollinger and Spencer Arnold have been perfecting their organic, biodegradable all-purpose soap for nearly four years, along with the philosophy that prioritizing personal and environmental health over profit is the grooviest (and only) way.

EAT / For dinner, Hollinger suggests diving into **Hook Fish Co.** "They have the freshest of local fishies and amazing carrot hot sauce." Grab a round of bread from **Outerlands** and a stick of butter from **Other Avenues** co-op next door for a late-night snack. "And if you're still hungry in the morning," Hollinger says, "sink your teeth into a 2-inch-thick slice of toast with butter and cinnamon from **Trouble Coffee.**"

DRINK / Arnold is all about parking lot beers at Ocean Beach. "**Woods Outbound** is a good local beer bar if you need to be professional about it."

SHOP / Arnold spends a lot of time window shopping at **Mollusk Surf Shop**. "They host art shows and have some groovy threads and boards." Nearby is **General Store** (check out the lovely backyard, where Hollinger likes to sit and read) and **Case for Making**, which Arnold says has the best handmade, local watercolors.

STAY / "**Ocean Park Motel** is like staying on an ocean liner from the 1930s," Hollinger says. "All art deco and a wonderful hot tub!" Arnold prefers a cheaper approach: "Park your van along the highway to catch some surf in the foggy San Francisco mornings."

DO / "**The Surfrider Foundation** has great Sunday beach cleanups," says Hollinger. "There are dance parties and even the occasional Bathing Culture bottling party!" Arnold suggests a day in **Golden Gate Park**. "Nothing is better than listening to hummingbirds buzz by while watching the sunset beaming over the bridge from Strawberry Hill."

Clockwise from above: Pendant lamps at General Store; Surfrider Foundation beach cleanup; a doughnut from Outerlands; General Store.