

AHEAD



IMAGES: MJ Kroeger

Hotels

High Country Motor Lodge

HIGH COUNTRY MOTOR LODGE, ARIZONA HAS BEEN SHORTLISTED FOR THE AHEAD AMERICAS 'HOTEL RENOVATION' AWARD. A COLLABORATION BETWEEN MARC & ROSE HOSPITALITY (FORMERLY CLASSIC RESORTS & HOTELS), ADEAN STUDIOS, AND SYNECTIC DESIGN, THE 123-Room BOUTIQUE PROJECT WAS A 2022 MOTEL RENOVATION COSTING \$13 MILLION.



Located along the world-famous Route 66, High Country Motor Lodge stands as a revival of the roadside culture which is sewn into the area's history. A complete restoration of the site's guest rooms has been completed, as well as the construction of three private cottage suites, two junior suites, and a range of public spaces including 1,200 square feet of indoor and 3,500 square feet of outdoor meeting and event space.

As well as accommodation, the project's rejuvenation swept through the site's recreation facilities. Improvements were made to the expansive outdoor pool, two private saunas and an oversized hot tub were built, and an indoor/outdoor bar and restaurant was developed.

Alexa Nafisi-Movaghar, Adean Studios Founder, expressed that the project's objective was to "create a modern mountain lodge that felt like a retro 1970's club lounge" while establishing a dialogue with the nearby Lowell Observatory and meteor crater in Flagstaff. "Not only does Flagstaff have an incredibly rich history of night-watchers and astrological findings, but it also celebrates its uniqueness in being a drive-through town sitting on Route 66 with historical buildings and neon signs." »

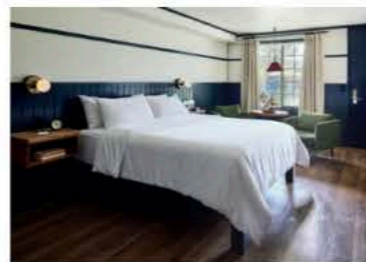
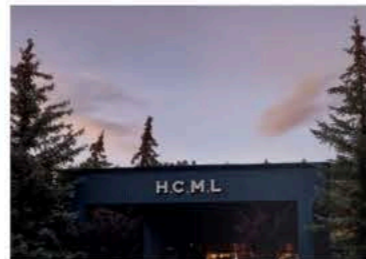
“ Local pride radiates from the art selection which pays tribute to the river runners and environmental activists of the region. The rusty orange and vibrant green hues of the fabric upholstery rhyme with the natural landscape, and the exposed structured ceiling naturally leads the gaze out towards the mountain view.



Achieving these design goals was a matter of incorporating key materials and motifs. Colour runs through the design fabric to really harness that 1970s feel, and a darker palette has been cleverly established to ensure a seamless threshold between the structure and its natural and astrological surroundings. Allusions to these themes are also present in the brass fasteners of the General Store, modelled on the Lowell Observatory, and the

re-used rock wall of the Game Room.

A rich, blue-green hexagonal arch guides guests into the main entrance and bar. A custom curved sofa and angular arcade also follow this direction, and vintage-inspired chandeliers overhead fill the wooden space with warm, inviting light. Reminiscent of the work of 1970s Italian designer, Gio Ponti, this hexagonal theme recurs in the millwork check-in desk, the bar



counter, and the dividing partition between the bar lounge and Game Room.

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Innovations in Lighting specialises in custom decorative lighting specifically geared for the hospitality industry, particularly 4- and 5- star projects. Although we are best known for our guestroom lighting, we also do custom work on larger scales, as well as public area pieces.

We provided all the guestroom and public area decorative lighting for the High Country Motor Lodge. As a company, we take a lot of care and pride in the work that we do, and this is evident in the results we were able to provide for this project.

Innovations in Lighting was founded in 2015, and we've worked on a lot of great hospitality projects over the years. Our lighting can be found in MGM New York-New York, Las Vegas; Waldorf Astoria, Chicago; and The Hythe luxury collection resort, Colorado. We also do a lot of work for Graduate Hotels and Tapestry by Hilton.

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At Biscayne, we specialize in manufacturing case goods, soft seating, and metalwork of the highest quality for the boutique hospitality market, all while delivering exceptional client service. We've been in operation for 20 years, so we have the industry experience and knowhow to deliver your project on time and within budget.

For High Country Motor Lodge, we manufactured case goods for the guestrooms, as well as multiple showcase pieces for the property's public spaces. For us, the opportunity to be involved with this project was exciting, and we appreciated the trust put in us to produce the highest-quality furniture while delivering outstanding service, from design all the way to delivery.

Although we like to keep many of our projects confidential, we are proud to say that we've manufactured products for hundreds of boutique hotels, not only in the US, but internationally as well. From the Hotel del Coronado in San Diego to the Hotel Westminster in Paris, our furniture occupies some of the finest properties in the world.

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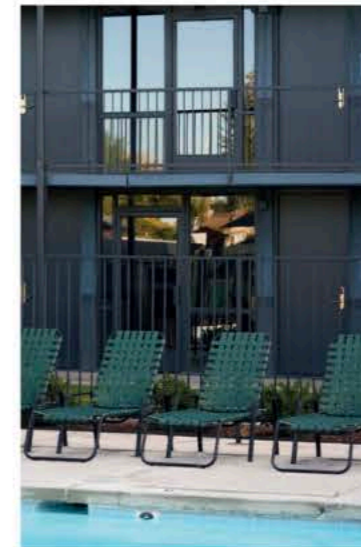
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Adean Studios set out to make guests “feel like they are in a comfortable and swanky hotel while treating High Country Motor Lodge as basecamp to the incredible outdoors that surrounds the property.” The site provides immediate access to the area’s biggest and best sites – the Grand Canyon, Sedona, and the meteor crater – and is therefore designed to be “a fun place to meet others passing through on their own adventures.”

Guest rooms feature dark cedar shingles and corten steel roofs outside and wood flooring with plush olive loungers inside. Open wardrobes and black bathroom hardware combine with a palette of white, green, grey and blue to give each room a quality of luxury, and the private cottages capture a cabin-like cosiness and fuse it with high-end comfort and chic. In every room, guests will also find a cassette player and mixtapes curated to accentuate their 1970s-style stay.

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