

First Hotel Indigo in New England Opens in Newton, MA

2008-01-31

After the completion of a substantial, year long, renovation and conversion, the Hotel Indigo in Newton opened Jan. 15 as the first in New England.

A new offering from InterContinental Hotels Group (IHG), Hotel Indigo is the industry's first branded boutique hotel. Hotel Indigo artfully combines the conveniences and consistencies of a brand hotel with the unique design and service personality of a boutique. It is designed for guests who desire luxury, service and an alternative to traditional hotels without sacrificing any of the business amenities they have come to expect. The seven-story, 191-room Hotel Indigo property was redeveloped and is owned by a joint venture between Normandy Real Estate Partners and Blue Hawk Investments, under a license agreement with a company in the InterContinental Hotels Group. It is managed by Peabody Hotel Group.

"We are excited to bring an innovative, new hotel concept to Newton," said David V. Shamoian, President of the Peabody Hotel Group Brand Management Division. "Travelers are looking for something more than the typical 'cookie cutter' hotel and restaurant experience. Hotel Indigo will provide guests with the tranquility and renewal the brand is known for."

Hotel Indigo features the distinctive design of the brand that combines math, art and nature in perfect symmetry. Based on timeless beauty found in nature and realized through the Golden Mean (also known as the Fibonacci Sequence or Phi) the design and décor of Hotel Indigo creates a welcoming environment. Phi and the Fibonacci Sequence describe a pattern of numbers that increases by adding the two previous numbers until it reaches the fixed value of 1.618034-the Golden Mean. For centuries this principle has been applied to achieve beauty and balance in art, architecture, music and design. The use of the Golden Mean in the design of Hotel Indigo is also reflected throughout the property. For example, the headboards in the guestrooms are 'Golden Rectangles,' meaning the sides are made up of two successive Fibonacci numbers.

"Hotel Indigo Newton is our first hotel to open in 2008, and we are proud to add it to brand's growing portfolio of hotels. This ownership group has done an excellent job of elevating an already distinctive brand concept and making this a hotel a showpiece in the marketplace," said Jim Anhut, senior vice president, Brand Management, Hotel Indigo. "I have no doubt that the Boston community will embrace this hotel and their unique interpretation of the Hotel Indigo concept."

In addition to Phi, the Newton hotel has incorporated other interesting design details, including oversized lobby chairs, which create a personal work or "a dining for one" space within the public areas of the hotel, inviting guestrooms with plush bedding, hardwood-style flooring, spa-inspired showers and products by Aveda, and a "Phitness" studio with cardio equipment, yoga mats, and free weights. Also, the open-floor layout, inviting design and vivid color pallet reflects the attitudes and personality of its guests, while facilitating the guest-first service culture.

In keeping with the brand's Interpret Indigo™ philosophy which emphasizes creative design interpretation of the Hotel Indigo concept to suit a property's local market, the hotel will also offer a heated outdoor pool, hot tub and relaxation deck with cabanas outfitted with LCD flat-panel televisions, fire pits, and area heating for extended season enjoyment. All 191 guest rooms also feature such state-of-the-art elements as 32-inch LCD flat-screen televisions with high definition, MP3 docking stations, and complimentary wired and wireless high-speed internet access, available throughout the hotel.

The soul of the Hotel Indigo brand's retail-inspired concept is renewal - thoughtful changes that are made throughout the year to keep the hotel fresh, similar to the way retailers change their window displays. The renewal concept provides even the most frequent guest a unique experience with every stay. The hotel will feature renewable elements such as vivid murals, area rugs, plush duvets and slip covers that will change periodically. Public spaces will be transformed seasonally through changing artwork, music, flora and murals.

Also, in the spirit of renewal, the hotel is taking steps to ensure that conservation and preservation also take center stage. The hotel has installed a cogeneration power system that recaptures used energy, and will operate a voluntary conservation program, which will encourage guests to reuse linens and towels, to reduce water, energy and detergent use. The hotel is committed to using recyclable glass and reducing plastic use wherever possible, takeout meals will be packaged in biodegradable containers made of sugar cane.

"The unique amenities and design features make the Hotel Indigo a perfect destination for travelers who want a boutique hotel experience," says Paul A. Ferreira, Principal at Blue Hawk Investments. "Visitors can have the luxury amenities of a city hotel with the convenient location of the suburbs."

Hotel Indigo is located off of Route 128 at Exit 22 (Grove Street) in Newton and directly adjacent to the Riverside MBTA Green Line station. It will serve as a convenient option for business travelers needing access to the Massachusetts Turnpike, as well as the Route 128/I-95 belt that is part of America's Technology Highway. The hotel is also well situated for weekend travelers to the Boston area, be they parents visiting children at one of the local colleges or Red Sox fans looking to stay within a few miles of Fenway Park. Less than ten miles from Downtown Boston, the property is also easily accessible to Boston's Logan Airport.

"We believe this location is perfect for the first Hotel Indigo in New England," says Justin Krebs, Principal at Normandy Real Estate Partners. "There is nothing else in the market that offers a boutique hotel experience so close to the city and convenient for weekend and business travelers."

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article30986.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html