

The Joule, A Luxury Collection Hotel Opens in Dallas

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The Adam D. Tihany-Designed Hotel is Unveiled, Offering Guests Exceptional Experiences in Downtown Dallas, The Joule is Texas' First Luxury Collection Hotel

Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT) announced the opening of The Joule, A Luxury Collection Hotel in downtown Dallas. The Luxury Collection Hotels & Resorts, a glittering ensemble of more than 65 of the world's finest hotels and resorts in more than 25 countries.

The Joule, a Luxury Collection Hotel, offers the city's revitalized historic center a power surge of the most welcome kind. Rising 20 stories above street level, the hotel artfully combines a 1920's Neo-Gothic structure with a sleek, new 10-story tower, topped by a spectacular, cantilevered rooftop pool and bar area. Development by Juno Development, The Joule will play a key role in the city's downtown renaissance, offering sophisticated travelers world-class dining options, including Charlie Palmer at The Joule, and exhilarating, contemporary surroundings designed by Adam D. Tihany. The Luxury Collection Hotels & Resorts is a selection of award-winning hotels and resorts offering unique, authentic experiences that evoke lasting, treasured memories.

The meticulous restoration of the original façade is complemented by The Joule's interior, which has been transformed into a stunning design tour-de-force under the direction of world-renowned designer Adam D. Tihany. Tihany's striking design begins with the lobby's centerpiece - an enormous moveable art installation that represents another iconic tribute to energy. The lobby and other common areas will also display pieces of art procured worldwide and contributed by Tim Headington, owner of the hotel. Guest rooms feature compelling configurations, including duplex suites and a penthouse, are all invitingly sleek, with high-end finishes, inventive décor and original furniture designs that maximize the use of space.

From the first glimpse of the rooftop pool - partially suspended beyond the building's edge - it's clear that The Joule represents a new era in hospitality in Dallas. The dramatic pool area extends beyond the building's perimeter, over the streets of Dallas, and features a clear, Plexiglas back wall that affords guests magnificent downtown views. Other features of the hotel include a 1,500 square foot deluxe gym, in-room spa services, library and more than 2,300 square feet meeting space.

The hotel features world-renowned chef and restaurateur Charlie Palmer's new signature restaurant - Charlie Palmer at The Joule. Palmer's distinctively American menu allows guests to customize their selections featuring the freshest and most innovative ingredients. Charlie Palmer at The Joule also features Next Vintage, a retail wine store housed in a towering stainless steel and glass structure.

The restaurant design, also the work of Adam D. Tihany, is glittering and sophisticated, while tastefully maintaining the hotel's central energy theme. The ceiling of the room creates a sense of motion with several large, stainless steel turbines slowly spinning. The energy of wind is further expressed in the artwork, designed by Bram Tihany. Following the opening of the hotel, Palmer's kitchen will provide catering services for meetings and social events at The Joule. His cuisine will also be available via a light-fare menu at the rooftop pool bar, which will feature comfortable seating and lounging areas, as well as in the hotel's trendsetting underground bar area.

'Our goal is to create a unique hotel that is a genuine expression of Dallas - its welcoming hospitality, its spirit and its style,' said Tim Headington, Principal and CEO, Headington Resources, Inc. 'I was born in Dallas and have known a once vibrant downtown, so I'm particularly pleased that The Joule will join with the extraordinary projects in the Arts District and along Main Street in reinvigorating the area. We've enlisted the very best in their fields to ensure that The Joule will offer style and substance, in the form of superb service and striking design and amenities.'

Conveniently located at 1530 Main Street, The Joule neighbors the flagship Neiman Marcus building and Dallas' central business district. Nearby attractions include Victory Park and the Dallas Museum of Art, as well as the shopping, dining and entertainment options in the West End Historic District and the West Village.

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