

W Atlanta-Midtown Opens

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W Atlanta-Midtown Marks Four Firsts for Georgia: Bliss Spa, Spice Market, Whiskey Park, and W Hotels The Store

This sleek, techno glam hotel, designed by I-CRAVE, Stephen Alton, Fruchtmann Associates, and Ai Group in collaboration with W Hotels' award-winning design team, features 466 guest rooms, including 33 luxurious suites, a state-of-the-art gym, glamorous pool and stylish, private cabanas, a full-service WIRED business center, and W Hotels' signature Whatever/Whenever Concierge Service. Owned and developed by Noble Investment Group in a joint venture with AEW Capital Management, W Atlanta-Midtown will introduce four firsts to Georgia: the state's first Bliss Spa, Chef Jean-Georges Vongerichten's Spice Market, Rande Gerber's Whiskey Park and a W Hotels The Store retail shop. Nestled between the magnificent Midtown Mile and picturesque Piedmont Park, W Atlanta-Midtown also features more than 30,000 square feet of ultra-modern function space equipped with the latest wired and wireless technology, making it the perfect destination for work or play.

'W Hotels continues to extend beyond the boundaries of everyday travel,' said Phil McAveety, Executive Vice President and Chief Brand Officer, Starwood Hotels & Resorts. 'The opening of W Atlanta-Midtown will bring a vibrant new destination to this world-class capital, offering extraordinary experiences at every turn through W's key lifestyle elements. We are proud to partner with Noble Investment Group to introduce this new W Hotel to Midtown Atlanta.'

The opening of W Atlanta-Midtown represents W Hotels' second property in Atlanta, to be followed later this year by the opening the new W Atlanta-Buckhead, also developed by Noble Investment Group.

'As an anchor of Atlanta's Midtown Mile, arguably the most desirable real estate location in the southeastern United States, our value-added re-development of the W Atlanta-Midtown represents the vital qualities of attractive, contemporary style and sensory gratification delivered with impeccable luxury service - a unique and valuable combination that we believe will resonate strongly with guests coming to Atlanta,' said Mit Shah, CEO of Noble Investment Group and a member of the owners advisory board for W Hotels Worldwide. 'Having founded Noble in Atlanta more than fifteen years ago, we are pleased to have brought together the world-renowned culinary talents of Jean Georges, and the fashion, style and energy of Gerber Bar's as a part of the W Hotels in Midtown and Buckhead. We believe the collection of these dynamic offerings along with Bliss Atlanta in Midtown will become important additions to our vibrant city that has long been underserved by stylistic, modern luxury hotels.'

W Atlanta-Midtown's eye-catching art deco architecture features an eclectic tower of gray-black concrete, sheer glass exteriors, and curved walls designed by Stephen Alton, Fruchtmann Associates, and Ai Group architects and leads to the hotel's dramatic main entrance. Inside, the W sensory experience includes energy-driven spaces created by the renowned design team at I-CRAVE in collaboration with W Hotels' award-winning design department. The signature W Living Room features vaulted ceilings and interactive techno-media elements, designed to create the ultimate urban playground. Guests can discover the Hidden Lounge, play in the W brand's signature 'Whisper Booths' or explore W Hotels The Store.

Bliss Spa

Guests are invited to experience the ultimate in pure relaxation in Georgia's first Bliss Spa. Bliss Atlanta features 4,000 square feet of tension-fighting facilities, a retail boutique, manicure and pedicure stations, and men's and women's lounges featuring the spa's legendary brownie buffet. Bliss' popular ginger rub, blissage75, betweeny wax and triple oxygen treatments are all on the menu. Open to both guests and locals, Bliss Atlanta is the brand's ninth spa following those in New York, London, San Francisco, Chicago, Los Angeles and Dallas.

'With the opening of Bliss Atlanta, we are providing a stress-relieving, tension-taming, urban oasis to Atlanta residents while enriching the overall W Hotel guest experience,' stated Richard Dantas, President, Bliss. 'Expect signature Bliss, super-effective treatments in a fun, uncontrived, no-attitude atmosphere, at the core of Bliss Atlanta.'

Chef Jean-Georges Vongerichten's Spice Market

A timeless paean to Southeast Asian sensuality, Spice Market, W Atlanta-Midtown's signature restaurant, will feature Chef Jean-Georges' piquant elevations of the region's street cuisine served in a casual, stylish atmosphere. Inspired by the food Jean-Georges enjoyed while traveling in Southeast Asia, Spice Market's menu authentically uplifts its inspirations while offering guests the additional delight of family-style dining - food comes continuously throughout the meal and is placed at the center of table for all to share. With each new dish, patrons will feel as if they were transported to a Vietnamese street market or Thai food stall. Curries and spices are tweaked to tantalizing effect in dishes like Chicken Samosas with cilantro-infused yogurt, a vinegar-infused Pork Vindaloo and Halibut cha ca la vong.

'W Hotels are located in some of the best locations around the world,' said Chef Jean-Georges Vongerichten. 'I am excited to announce the opening of Spice Market at W Atlanta-Midtown as one of the first openings under my new restaurant company, Culinary Concepts by Jean-Georges. This is a fresh opportunity to bring my favorite dishes to new communities of diners.'

Whiskey Park and the W Living Room

Sophistication meets sexy at Whiskey Park, W Atlanta-Midtown's glamorous new bar experience created by nightlife entrepreneurs Rande Gerber and Scott Gerber. Whiskey Park reflects the brand's trademarks - cutting-edge design, fashionable clientele and signature cocktails - in a dynamic setting of unparalleled style and sophistication. With tasteful decadence offset by sexy, modern influences, Whiskey Park's design blends an urban feel with Versace influences. The Gerber Group will also bring its signature service to the W Living Room experience, inviting guests and locals to socialize while sipping cocktails. Whiskey Park and W Living Room continue a long and successful collaboration between the Gerber Group and W Hotels.

'We look forward to bringing the Whiskey bar experience to Atlanta through our long-time partners at Starwood,' said Rande Gerber. 'As with all our properties, we will create a vibrant evening nightspot that attracts Atlanta's sophisticated and stylish nightlife crowd and keeps them coming back with a unique ambience, cocktails and music.'

Meetings Wow at W Atlanta-Midtown

W Hotels also proudly announces the debut of the W brand's largest meeting and event facilities with the opening of W Atlanta-Midtown. Featuring more than 30,000 square feet of ultra-modern function space equipped with the latest wired and wireless technology, W Atlanta-Midtown is redefining the sensory meetings experience, W style. W Atlanta-Midtown features 14 state-of-the-art and highly adaptable event and meeting spaces, including W Hotels' largest 'Great Room,' measuring nearly 10,000 square feet, and 'Altitude,' a glamorous penthouse space that sits atop the city. Add to the mix countless creative on-site W meeting specialists who will eagerly turn event ideas into reality - from a creative executive meeting to a stylish cocktail party, a large-scale incentive trip to an intimate gala dinner - W Atlanta-Midtown is the ultimate meetings experience retailer.

In addition to W Atlanta-Midtown's many exclusive indulgences, the hotel features a state-of-the-art SWEAT techno-gym with more than 1,400 square-feet of the latest in cardio, strength and free-weight exercise equipment. Guests can work out with a personal trainer, then wind down with the help of a relaxing sauna, steam bath or massage services. WET, the W Atlanta-Midtown's refreshing pool is the perfect spot to take a plunge and lounge with friends, while enjoying poolside service and four stylish, private cabanas. This urban oasis keeps guests in sync with the W lifestyle by providing light refreshments, signature cocktails, wireless Internet access and a high-end sound system.

All guest rooms and suites at W Atlanta-Midtown include the W brand's signature bed with feather-top mattress, 350 thread-count Egyptian cotton sheets and goose down comforter, creating the ultimate urban escape. In addition to its signature services, such as inspiring wake-up calls and 'W2GO' in-flight meals, W Atlanta-Midtown offers the W Brand's signature Whatever/Whenever Concierge Service, offering guests whatever they want, whenever they want it, granting wishes 24-hours a day. From acquiring front-row seating to the Atlanta Ballet to private jet service, W Hotels' Whatever/Whenever agents are dedicated to fulfilling the desires of every guest, no matter how big or small.

Located on Peachtree Road and 14th Street, W Atlanta-Midtown is set to become the epicenter of entertainment and hospitality. Adjacent to the hotel is Atlanta's premier green space, Piedmont Park, while several of the city's top art galleries and restaurants are within walking distance. Guests will also enjoy easy access to landmarks such as the famous Fox Theatre, the High Museum of Art and the Atlanta Botanical Gardens. The hotel is a short stroll to the Midtown MARTA station, which provides direct rail access to Atlanta Airport and the Georgia World Congress Center.

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