

## Noble House Hotels & Resorts Unveils an Icon Transformed - Riviera Resort & Spa

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Much-Anticipated Palm Springs Icon Reopens its Doors Today, October 15

Following an extensive \$70 million modernization, Riviera Resort & Spa -- a legendary 24-acre property that in its heyday played host to luminaries such as Frank Sinatra, Dean Martin, Sammy Davis, Jr. and Elvis Presley -- reopens its storied doors today.

Once billed as "Palm Springs' largest and most famous resort," the revived property -- re-outfitted in a swank Hollywood glam motif with sleek lines, abstract accents and a burst of deep colors -- is located in the epicenter of old Palm Springs, a former mid-century hot spot currently in the midst of a multi-billion dollar renaissance.

This iconic resort, which evokes the glamour, allure and ultra-cool chic of 1960s Palm Springs, was purchased by Seattle-based Noble House Hotels & Resorts in 2006. First opened to much fanfare in 1958, the property quickly became a mecca for Southern California's movers and shakers, including the Hollywood elite, but over the years had languished into obscurity. When Noble House took charge, the company quickly embarked on an ambitious plan to restore the hotel, with refurbishments to the rooms, lobby area, restaurant, landscaping and meeting facilities.

"Our goal was to preserve the original structure and pay tribute to its colorful past, repositioning the resort into a premiere Southern California destination resort," said the property's general manager Brett Schoenfield.

In fact, the renewal preserves the original facade and layout pioneered by its architect Irwin Schuman, who fashioned the resort after Las Vegas hotels like The Sands, The Flamingo and The Stardust. Designed in a modernist spoke wheel configuration, the revitalized property evokes the same sense of intimacy it did 50 years ago -- with a series of two-story buildings skirting a central hub consisting of a huge swimming pool and bar, restaurant and outdoor lounge area.

Spearheaded by Noble House Hotels & Resorts, San Diego-based Rossi Architecture and Chicago-based Delarosa Studio, the design team carefully reinvented the property's classic mid-century style, infusing contemporary sizzle -- with design accents such as Andy Warhol-inspired portraits of the resort's celebrity clientele, edgy, oversized crystal chandeliers, vibrant light-infused pillars and sleek mirror-clad walls.

Juxtaposing this "modern chic vibe" with a slew of state-of-the-art services and amenities, the restored resort, originally 475 rooms, now features 406 masterfully-revamped guest rooms and luxury suites -- outfitted with handsome retro furnishings, chic marble bathrooms, flat-screen plasma TVs, wireless Internet access and private patios or balconies -- set amidst lushly-landscaped gardens with intimate courtyards anchored by fire pits. Room rates range from \$289 for standard guestrooms to \$4,800 per night for the lavish two-level Presidential Suite.

Other resort highlights include:

-- SpaTerre, an 11,000-square-foot retreat with cross-cultural and global treatments inspired by exotic Indonesian, Thai and Balinese rituals, 18 treatment rooms, a coed "Buddha Lounge" with an expansive Jacuzzi and a Watsu pool.

-- An array of inventive food and beverage offerings, including the signature Circa 59 with fine seafood dining in a dynamic setting, the sexy outdoor Bikini Bar, the swank Starlite Lounge, and sidebar with a resident mixologist concocting tantalizing cocktails in an atmosphere of sleek sophistication.

-- More than 45,000 square feet of function space, including an expansive grand ballroom plus over 10,000 square feet of outdoor space.

Riviera Resort & Spa is located at 1600 N. Indian Canyon Dr. in Palm Springs.

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