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Re: Architecture and Hospitality
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FOR IMMEDIATE RELEASE

HORNBERGER + WORSTELL CELEBRATES OPENING OF NEW W SCOTTSDALE HOTEL & RESIDENCES

Scottsdale, Arizona: In October of 2008, architecture and planning firm Hornberger + Worstell will celebrate the opening of its most recent W Hotel design project, the W Scottsdale Hotel & Residences.

As the new anchor of downtown Scottsdale's emerging Entertainment District, this 300,000 square foot project will be a mixed-use hotel, spa, and residential property primarily serving the region's growing population of young professionals, the so-called "knowledge workers" who bolster vital economies.

The design of the W Scottsdale, while clearly contemporary, includes regional materials, colors, and architectural elements. The low-rise base podium on which the building sits, for example, makes use of sand-colored, split-face Jerusalem stone and deeply recessed windows. And on the higher residential levels, the use of trellises and shutter-like louver panels also evoke Scottsdale's regional aesthetic. As Christian Low, project principal explains, "As the architects of one of the first W hotels, in San Francisco 10 years ago, and before that, the Hyatt Gainey Ranch in North Scottsdale 20 years ago, it is especially satisfying to have found a way to weave this contemporary building into the regional architectural fabric, and in so doing, to have created a fitting and vibrant new destination in Scottsdale."

On the ground floor, the hotel will feature a "Living Room" - the hallmark of the W concept. The focal point of this space will be a grand stair case and art wall conceived by architects at Hornberger + Worstell and sculpted by local sculptor Otto Rigan. Making use of regionally-quarried, rough hewn stone, Rigan calls to mind both the geological formations found in the desert as well as the architecture of the indigenous peoples of the American Southwest.

The design of the arrival experience will be a first for the W. With a series of illuminated ceiling portals, the porte cochere will allow guests to look directly into the pool from below. This glimpse into the activity of the pool area will build much intrigue and excitement. As Christian Low explains, "The architectural experience of W Scottsdale will be a mixture of contemporary refinement, theater, and see-and-be-seen moments."

The opening of the W Scottsdale represents a significant milestone for the city and region. Hornberger + Worstell is proud to have been part of a team that includes Triyar Hospitality, LLC, Starwood Hotels & Resorts Worldwide, Inc., Remedios Siembieda Inc., EDAW, Inc., Magnusson Klemencic Associates, Flack + Kurtz, Inc., and Hunt Construction Group.

Hornberger + Worstell is a San Francisco-based architecture firm recognized for its expertise in the planning and design of destination resorts, spas, business, convention, and urban-mixed-use hotels, wellness facilities, and the adaptive re-use of historic structures. For more information, please visit www.hornbergerworstell.com.

