

# JOURNEYBEYONDASPEN



## NEWS AND EVENTS

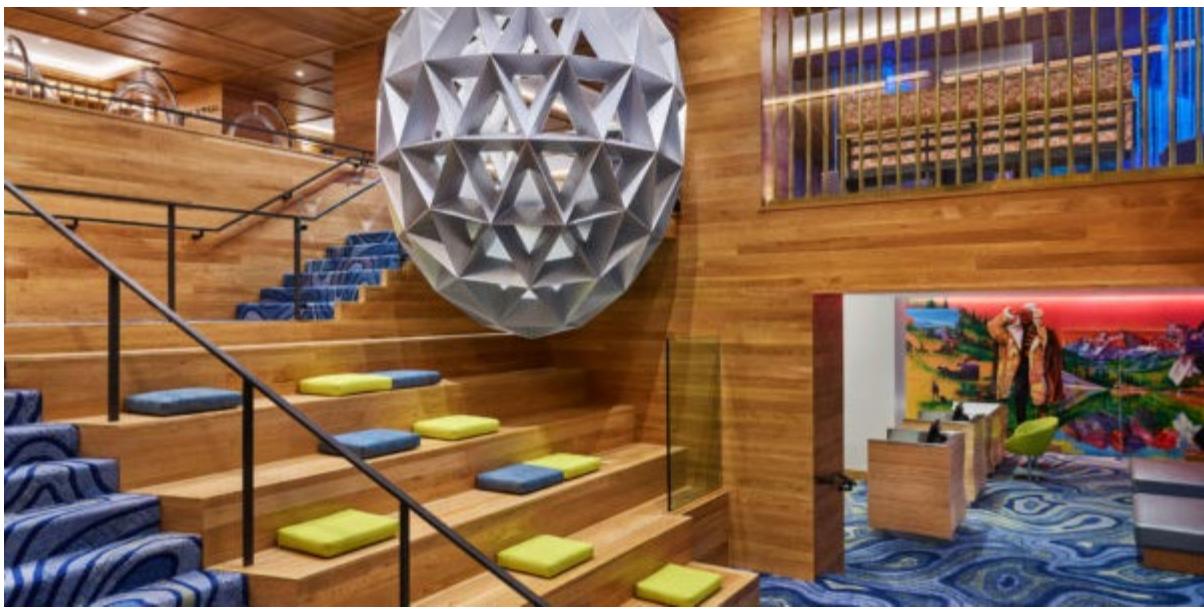
### W Hotel Aspen: The Sky Residences

ASPEN, CO

written by Contributor | February 28, 2020



W Hotels Worldwide, part of Marriott International Inc., has opened the W Aspen & **The Sky Residences at W Aspen**, located at the base of the world-renowned, eponymous mountain. With ski-in/ski-out access to some of the world's most coveted slopes, stunning 360° mountain views and striking architectural and interior design, W Aspen is the second W Mountain Escape globally, following W Verbier in the Swiss Alps. Poised to carve out a new era of luxury in Aspen, W is bringing its bold point of view to the iconic mountain town for year-round access to alpine adventure.



“W Aspen reimagines the traditional ski chalet and allows people to experience the town in a way they never have before, through evocative design, inclusive programming and a social scene that is sure to become an essential stop on the global jet-setting calendar.” – Anthony Ingham, Global Brand Leader, W Hotels Worldwide

## W Hotels Debuts W Aspen, The Brand’s First Mountain Escape in North America

W Aspen brings a luxurious, playful style to the historically-rich town of Aspen. Designed by global interior design firm **NEMAWORKSHOP** and Aspen-based architects **Rowland + Broughton**, alongside the W Brand’s award-winning design team, W Aspen centers on the natural beauty and bounty of the mountains and the historical context of the city it surrounds.



It begins with the exterior: a modern mountain chalet with long, sloping rooflines that draw inspiration from the Rocky

Mountain landscape. The essence of the outdoors continues throughout the interior, where the Welcome Desk wood formations echo the Rocky Mountains and intricately-detailed terrariums represent seasonal Aspen activities from hiking and biking to skiing and snowboarding.

Art reminiscent of iconic Americana paintings of the Rocky Mountains layer the walls of W Aspen. Commissioned artists impart a more modern vision through the lens of classic landscape paintings like those done by Albert Bierstad and other greats.

W Aspen features 88 guestrooms and 11 W-branded residences, along with four WOW Suites and one Extreme WOW suite that can be a one, two or three-bedroom, all of which offer modern takes on Ute patterns and furniture inspired by the decadence of '70s Aspen "pleasure palaces." All guest rooms and suites are playfully marked with room plates in a style reminiscent of the pop culture icon Bob Ross, while interiors reference the cozy warmth of Swiss chalet architecture through the use of rustic wood finishes, sloped rooflines, and a fireplace-inspired W MixBar.



Whether one needs to cool down after a summer day of biking the trails or warm-up for après-ski cocktails, the place to

see and be seen is the WET® Deck, Aspen's only year-round, all-weather, public rooftop. With jaw-dropping, panoramic mountain views, a heated pool, hot tub, fire pits, cabanas, full bar, dance floor, and DJ booth, the WET Deck is poised to redefine Aspen's social scene.

"The buzz and excitement for the debut of W Aspen have been building for some time and we could not be readier to bring the infectious energy, spirit, and programming of W to this iconic American town." – Greg Durrer, General Manager, W Aspen



The Sky Residences at W Aspen offer an exclusive shared ownership opportunity with 11 W-branded Residences located slope-side on Aspen Mountain. With a limited collection of only six three-bedroom and five two-bedroom Residences, owners have access to a private, owners-only roof deck with a spa, lounge seating, BBQ grills, outdoor kitchen, and fire pit. In addition, owners can enjoy all of the Escape's amenities and services at W Aspen, including Welcome Ambassadors and round the clock security; in-residence dining and STYLE housekeeping services; WHEELS

valet service; FIT® state-of-art fitness facilities; two WET® Deck pools; and W's signature Whatever/Whenever® service promise, providing residents and hotel guests alike with whatever they want, whenever they want it! The Sky Residences at W Aspen are currently offered for sale by **Forte Aspen**.

Visit [www.waspenhotel.com](http://www.waspenhotel.com) or get social with W Aspen on Instagram [@WAspenHotel](#) #SkyHigh. For information on The Sky Residences at W Aspen, visit [www.waspenskyresidences.com](http://www.waspenskyresidences.com).

## About W Hotels Worldwide

Born from the bold attitude and 24/7 culture of New York City, W Hotels, part of Marriott International, Inc., has disrupted and redefined the hospitality scene for nearly two decades. Trailblazing its way around the globe, with over 50 hotels, W is defying expectations and breaking the norms of traditional luxury wherever the iconic W sign lands. With a mission to fuel guests' lust for life, W ignites an obsessive desire to soak it in, live it up and hit repeat. The brand's provocative design, iconic Whatever/Whenever service and buzzing Living Rooms create an experience that is often copied but never matched. Innovative, inspiring and infectious, the brand's super-charged energy celebrates guests' endless appetite to discover what's new/next in each destination, to see more, feel more, go longer, stay later. For more information on W Hotels, visit [whotels.com/theangle](http://whotels.com/theangle) or follow us on [Twitter](#), [Instagram](#) and [Facebook](#). W Hotels Worldwide is proud to participate in Marriott Bonvoy, the new name of Marriott's travel program replacing Marriott Rewards®, The Ritz- Carlton Rewards®, and Starwood Preferred Guest® (SPG). The program offers members an extraordinary portfolio of global brands, experiences on Marriott Bonvoy Moments and unparalleled benefits including earning points toward free hotel stays and nights toward Elite status recognition. To enroll for free or for more information about the program, visit [MarriottBonvoy.marriott.com](http://MarriottBonvoy.marriott.com).

## About Marriott International

Marriott International, Inc. (NASDAQ: MAR) is based in Bethesda, Maryland, USA, and encompasses a portfolio of more than 7,000 properties under 30 leading brands spanning 132 countries and territories. Marriott operates and franchises hotels and licenses vacation ownership resorts all around the world. The company now offers one travel program, Marriott Bonvoy™, replacing Marriott Rewards®, The Ritz-Carlton Rewards®, and Starwood Preferred Guest®(SPG). For more information, please visit our website at [www.marriott.com](http://www.marriott.com), and for the latest company news, visit [www.marriottnewscenter.com](http://www.marriottnewscenter.com). In addition, connect with us on [Facebook](#) and [@MarriottIntl](#) on [Twitter](#) and [Instagram](#).