



rowland+broughton  
architecture and urban design  
[www.rowlandbroughton.com](http://www.rowlandbroughton.com)

hotel / resort



# firm overview

Rowland+Broughton Architecture and Urban Design was established in 2003. Today R+B is a bustling design 'think tank' consisting of architects and interior designers with offices in Aspen and Denver, Colorado.

Having both an urban and small town office has given us the opportunity to work on a wide range of project types and sizes. Our diverse project portfolio includes commercial, hospitality, custom residential, interior design, institutional master planning and new town planning.

R+B has earned the reputation as a critically thinking architecture and urban design firm with extraordinary creative design solutions dedicated to getting projects built! Our highly skilled team ensures each project is completed to the highest standard. Complete collaboration between our offices is facilitated by a robust technological infrastructure, the R+B quality control manual, and continuous attention to communication culminating in over 100 built projects.

At R+B, it is our philosophy that architecture, landscape, planning, interior design and urban design are all interdependent. We

approach each project with an understanding of its regional and environmental impact as well as the social and personal needs it must meet. As a result we enjoy working with a considerable number of repeat clients. R+B aims to incorporate sustainability into every project. This is achieved by listening to our client's design goals, researching new green technologies, and then testing materials and applications before applying our findings to satisfy our clients.

We are leaders in our community with service on commissions and committees, and leaders in the design industry with awards from professional associations and publications. Our firm is comprised of architects and interior designers that are members of AIA, ASID, and NEWH. Additionally, many of our designers are LEED and NCIDQ certified. Our award-winning Colorado architecture firm has been honored with multiple awards and accolades!

***Rowland+Broughton is passionate about design and loves sharing this enthusiasm with others! Our goal is to continue surprising and delighting our clients with excellent service and unexpected thinking.***







**HOTEL + RESORT DESIGN**

R+B understands the importance of aesthetics, budget and schedule when it comes to hospitality projects. Creative design thinking and efficiency in the design and production process is always held in highest regard for our hotel/resort projects. R+B has been involved in some of Colorado's most prestigious hotel renovations. We have had the privilege of working both locally and nationally with corporate and boutique owners and operators. As avid travelers and connoisseurs ourselves, we understand what today's traveler is looking for in each hotel experience.





# design process

## RESEARCH & ANALYSIS

The R+B process is a multi-faceted approach which includes architecture and interior design. At the start of every project, we seek out the facts about the projects that inform the opportunities and parameters. These facts include existing conditions, zoning and land use code, building code, budget and schedule. The owner's program is also critical to our analysis so that the end result meets the goals of the project. Concepts, schemes and designs are drawn into spaces in order to ensure that they are feasible, scalable and ultimately, marketable. Meticulous measuring is performed for accuracy and design precision. Simultaneously, precedents and inspirations are studied to confirm that the design is aesthetically pleasing, sophisticated and timeless.

## CONCEPTUAL DESIGN

Design concepts are derived from experience, context, history, program, and the environment. As designers, we are constantly inspired by our travels and the environment around us. We value the relationship with the client and our collaborative process enhances our design. Concepts are presented with detailed drawings that coordinate with the interior design concepts. Furniture, fabrics and finishes are assessed in order to confirm their appropriateness.

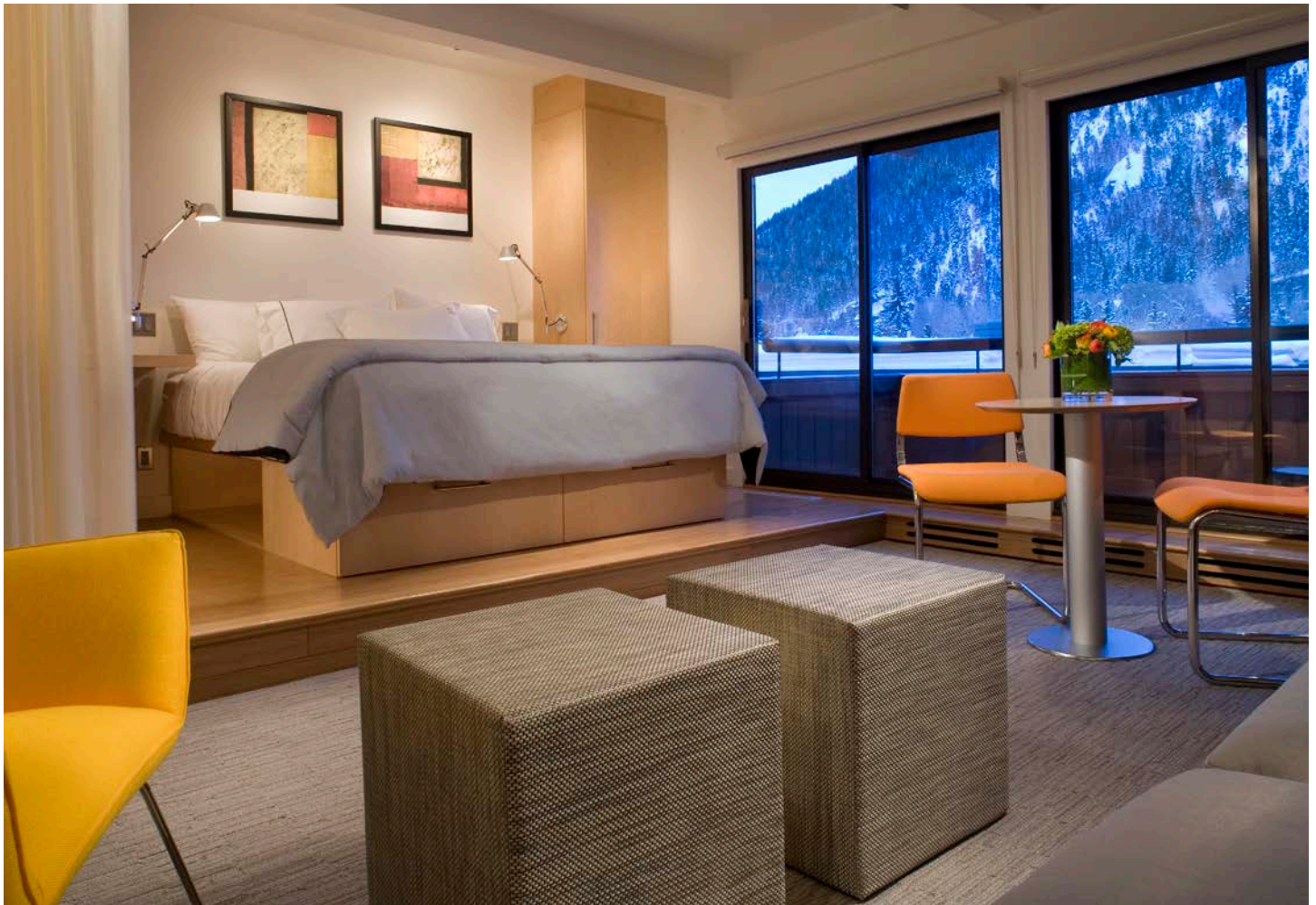
## DESIGN PRESENTATION

We put ourselves in the shoes of our clients and present the design in an easy to understand manner. Hand sketches, physical and computer models, colorful photos and scaled drawings are all used to represent the

design concepts. We work between plans and interior elevations to ensure that the design is thoughtful and the appropriate scale.

## IMPLEMENTATION

The success of all of our projects is a combination of detailed and easily understood drawings and specifications plus an active role in the construction process. We attend weekly site meetings well before the construction occurs so that questions can be answered. During construction, the weekly meetings continue so that the design is realized and executed to the highest standard. Above all, we have tenacity that begins with organization on the design front end and the final details at the end of the project. We love to build and see each of our projects through to the end!



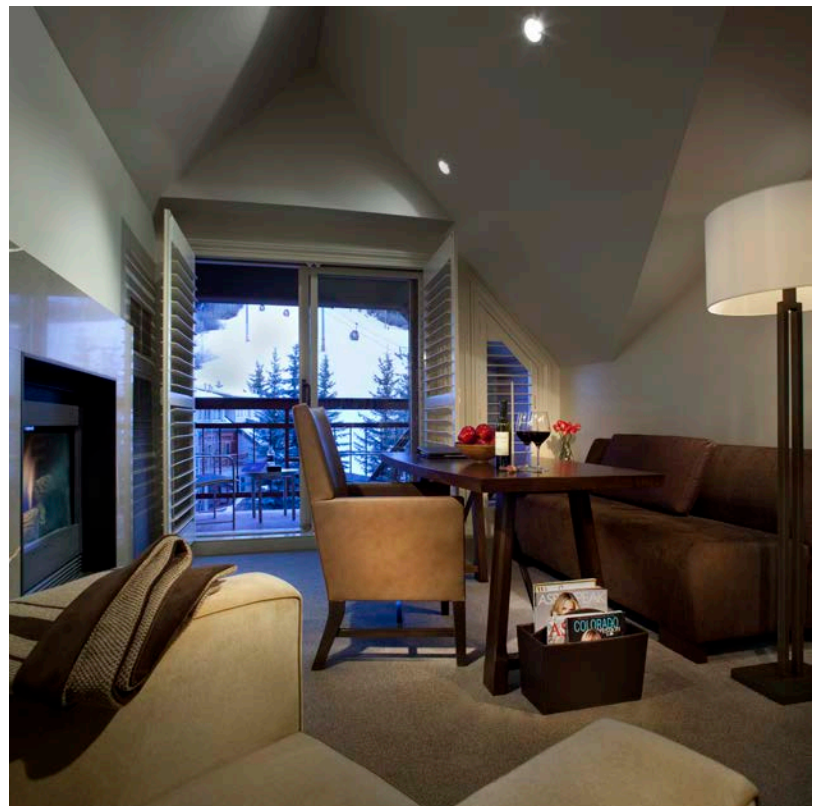


# the little nell

aspen, colorado

*Size: 86 keys, 64,396 square feet*

Owned and managed by Aspen Skiing Company, The Little Nell has been the hospitality gem of Aspen since it opened in 1989. This is a home away from home for visitors and locals alike. As Architect of Record, we worked with renowned interior designer, Holly Hunt to update 86 guest rooms, junior suites and public corridors marking the most comprehensive remodel since it opened.



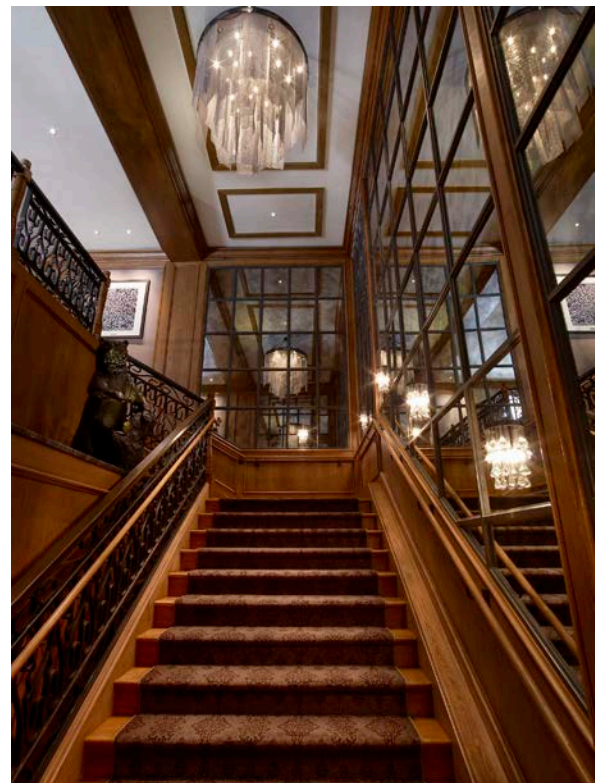


# st regis aspen resort

aspen, colorado

*Size: 179 keys, all public spaces*

R+B served as the Architect of Record with Rottet Studio from Houston, Texas on the renovation of the St. Regis Aspen Resort. The St. Regis Aspen Resort is known to be one of the world's best and most desirable places to stay. It's ideally located at the base of Aspen Mountain and set in the heart of Aspen. The scope of the renovation included 179 guest rooms and suites, the restaurant and all public spaces. R+B services included existing drawings, construction documentation, and construction observation.



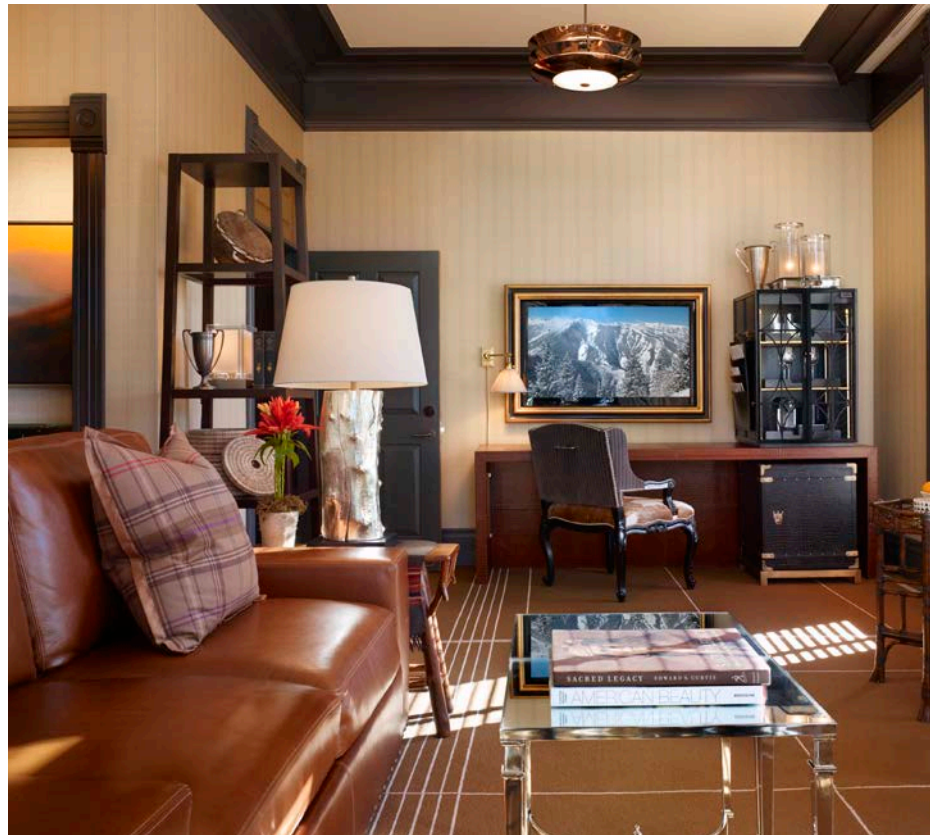


# hotel jerome

aspen, colorado

*Size: 94 keys, 134,000 square feet*

Rowland+Broughton served as Architect of Record for the Hotel Jerome in Aspen. Built in 1889, the Hotel Jerome complex was listed in the National Register of Historic Places in 1986. This hospitality icon, now operated by Auberge Resorts, completed a full renovation in December 2012. The scope encompassed 94 guestrooms, restaurant, new spa, the Grand Ballroom, meeting spaces and updated finishes throughout. The interiors were designed by TAL Studio out of Las Vegas.





# limelight hotel

aspen, colorado

*Size: 4,100 square feet lobby and suites*

R+B is the interior designer for the Limelight Hotel in Aspen, Colorado. The hotel, owned by Aspen Skiing Company, is steps from Aspen Mountain and just beside Wagner Park. The lobby was completely renovated with new furniture, fabrics and accessories. Earthy toned woods contrast with the bright, expressive color palette to add warmth to the lobby, while reinforcing the Limelight Hotel brand. Comfortable, informal furniture arrangements invite guests to relax and share an intimate moment. Using a similar design aesthetic, the suites have been updated with new furniture and brightened palette.





# doubletree by hilton

missoula, montana + durango, colorado



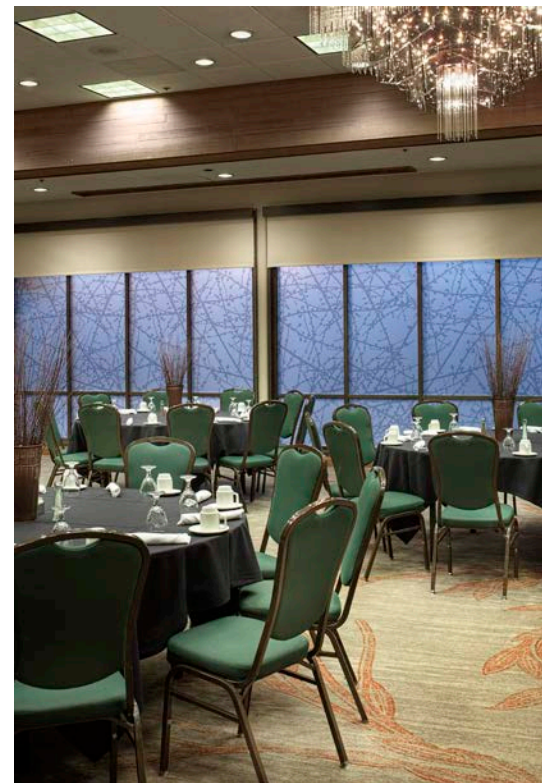
*Size: Missoula - 8,797 square feet*

*Durango - 179 keys and corridors*

R+B is working with the DoubleTree by Hilton in Missoula, Montana and Durango, Colorado. The new designs feature a fresh aesthetic that complements each location's unique geography.

R+B provided design renovation services for the DoubleTree by Hilton in Missoula. The scope of work includes the conference rooms, ballroom, presidential suite, hotel lobby, and Finn & Porters restaurant.

The renovation is underway at the DoubleTree by Hilton in Durango. R+B developed interior design layouts, provided design renderings, color schemes and design boards for Hilton Global Design. The scope includes guest rooms and suites, corridors, art, and accessories.



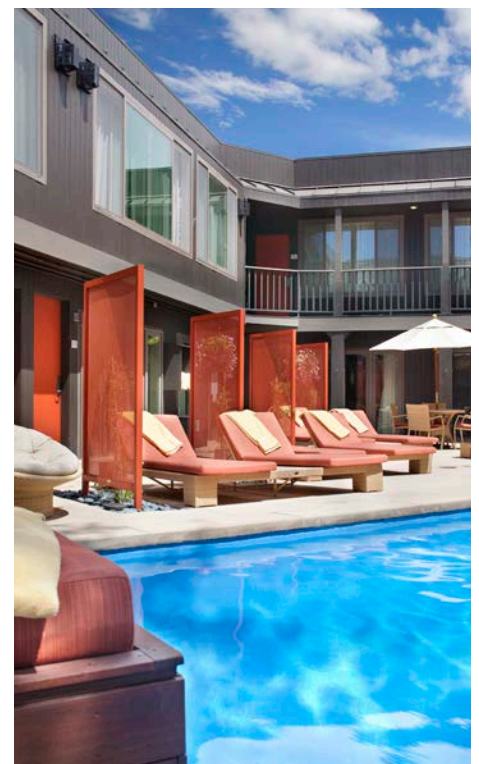


# hotel aspen

aspen, colorado

*Size: 45 keys, exterior & common area renovations*

Situated on Main Street across from its sister property Molly Gibson Lodge, R+B has been involved in several phased renovations, including guest rooms, common areas, and an exterior update. The renovation of this boutique hotel guest rooms creates a fresh experience for visitors. New case goods, accent lighting, upholstered furnishings, draperies and artwork come together in a cohesive design and work to bring out the best in existing elements. Design services include: specification, procurement, coordination of shipping and installation. The exterior and landscaping scope encompass three key areas: exterior updates and renovation, landscaping installation and amenity area revitalization. A new exterior paint job provides a much needed face lift amid the busy intersection. In the swimming pool area, new landscaping screens were installed as well as new decks and patio furniture completing the overall aesthetic.





# molly gibson lodge

aspen, colorado

*Size: 53 keys*

Situated on Main Street across from its sister property Hotel Aspen, The Molly Gibson Lodge sits where one of Aspen's original ski lodges, The Smuggler once resided. Catering to mainstream travelers, Molly Gibson remains as one of the few affordable accommodations in Aspen. The renovation of this boutique hotel's 53 guest rooms creates a fresh experience for visitors, within a lodge aesthetic, making it a comfortable and "home like" address for patrons. New case goods, accent lighting, upholstered furnishings and artwork come together in a cohesive design and work to bring out the best in existing elements retained in the project. Historic photos of the Molly Gibson mine and Aspen are used to ground the design and help give a sense of place to the visitor. Design services include: specification, procurement, coordination of shipping and installation.





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*"I want to say first hand how much of a pleasure it has been to work with Sarah/John and their entire team. They are thoughtful, intelligent, skilled, highly organized, and frequently go beyond the call of duty."*

- Michael Brown, Hotel Aspen

*"Rowland+Broughton's attention to detail, as well as their focus on communication and flexibility provided the project team an invaluable service that contributed to the success of The Little Nell renovation."*

- Lori Horvarth, Jones Lang LaSalle

*"The challenge in a rehabilitation of the nationally landmarked, five-star, iconic Hotel Jerome on a 12 month schedule was daunting. Through all of the hurdles the team faced, we're certain that it would not have been possible without your firm. The culture that Rowland+Broughton has created of owning responsibility, head-on problem solving, diligence, and professionalism were essential to our team's success. Information drives process, and your team is the engine behind it all!"*

- Todd Reed, Persona Hotels

