

## Hotels / Resorts / Wellness

### W Hotels Unveils Luxury Concept in Aspen

Will Speros



Marriott International has announced the launch of the newest [W Hotels](#) property in Colorado's opulent ski locale. Debuting at the base of Aspen Mountain as the second location in the W Mountain Escape lineup, the new [W Aspen](#) and the [Sky Residences at W Aspen](#) is crafted by the collaboration of the New York-based studio [Nemaworkshop](#) and locally based architecture firm, [Rowland + Broughton](#). The sloping roof lines of the modern chalet structure recall the mountainous terrain, while interiors aim to reflect the outdoors with elements such as the wooden welcome desk and intricate terrariums. The Living Room on the second floor showcases a grid display on the bar, paying homage to the traditional millwork of Aspen's history. Brass and polished rods flank velvety seating that echoes the bohemian counterculture prominent in Aspen during the early 1970s, while artwork recalls iconic Americana vistas of the Rocky Mountains.

Set against a backdrop of panoramic views, W's signature Wet Deck serves throughout the year on the property's rooftop, complete with a heated pool, hot tub, cabanas, bar, and dance floor. In addition, the après ski bar, 39 Degrees, provides an elevated cocktail lounge and grotto experience.

The property has 88 guestrooms and 11 W-branded residences that include one, two, and three-bedroom variations. The interior design of all accommodations reinterpret Ute patterns, and feature furniture that recall the decadence of '70s style, while also tapping into the styles of the famous painter Bob Ross. Referencing the classic Swiss chalet architecture with rustic wood finishes, sloped roof lines, and fireplace-inspired minibars; guestrooms also include fire pits and platform lounge seating. The two-bedroom Extreme WOW suite is crafted a bit different than the rest with a more industrial aesthetic, with a fire pit at the center surrounded by a curved seating pit, a hot tub anchoring the living room space, while a crystal and glass partition divides the circular bed and its pivoting platform from the social areas.

