

MODERN LUXURY

ASPEN PEAK



THE
PEOPLE
ISSUE

Photographed by Jamie Jaye Fletcher
Produced by Etta Meyer

THE CREATORS

The Aspenites in these pages built their empires the analog way: with grit. For decades, they have applied ruthless focus to the task at hand, from ski racing to deal-making to erecting buildings. The result? Each one has created an enduring brand—often achieving global status—and they did it all from right here, a little place called Aspen.



JOHN ROWLAND AND SARAH BROUGHTON

BY ANDREW TRAVERS

In the 16 years since Sarah Broughton and John Rowland started their firm in their Aspen condo, the wife-and-husband pair have grown a team of more than 40 architects and designers, and left their fingerprints on buildings across the Mountain West. They've done more than 50 downtown Aspen projects, completed 20 on Aspen Skiing Company properties, opened offices in Denver and seen their star rise with legacy homes like an airy rebuild of Aspen ski legend Stein Erickson's historic Starwood house, which won the 2019 *Colorado Homes & Lifestyles* Home of the Year Award.

But these days, with the arrival of their W Aspen as winter's party central and a renovated Ajax Tavern, both at the base of Aspen Mountain, they may best be known as the architects of Aspen's après-ski scene.

The pair—who also designed Chair 9 at the Little Nell and a face-lift at the Champagne-

soaked Cloud Nine Alpine Bistro at Aspen Highlands—have demonstrated a genius for shaping après-friendly spaces.

"We had to think deeply about how the party can keep going and ensure there's never a bottleneck," Broughton says of shaping the flow of W and its rooftop pool bar.

Their approach is collaborative and unconventional (the firm's spirit animal is a buffalo, bestowed upon it by a shaman) but rooted in the personal client-builder creative relationships upon which they founded the firm.

The pair's aesthetic is contemporary but influenced by the mountains and especially by Aspen history, as reflected in their meticulous restoration of the 1888-built Mesa Store building on Main Street, where Rowland + Broughton moved its office in March. "We want to see it function for the next 100 years," says Broughton, "and be a beacon as you enter Aspen."

THE ARCHITECTS



It's Groovy, Baby, Yeah

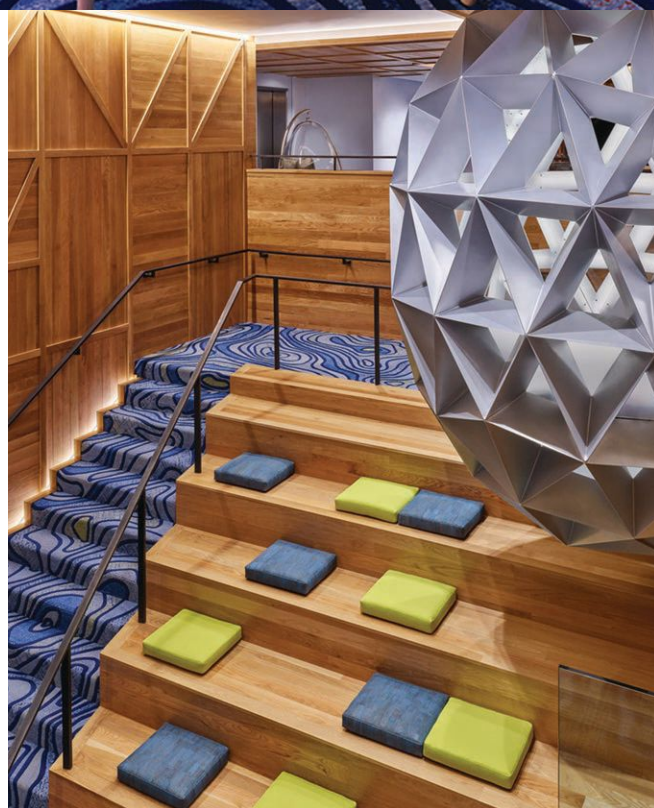
THE NEW W ASPEN IS POISED TO BE THE HOTTEST APRÈS-SKI, DANCING-IN-YOUR-SKI-BOOTS PARTY HOUSE IN TOWN.

BY ETTA MEYER

The first luxury hotel to open in Aspen in 25 years under the W banner wants to be in the heart of town's social scene. The new construction on the site of the former Sky Hotel looks positioned to do just that—become party central—with an 8,000-square-foot roof deck, a living room with a DJ booth in the form of the largest silver nugget to come out of Smuggler Mine, a cocktail lounge and an Extreme Wow Suite with a central soaking tub and DJ booth (vinyl included), complete with an elevated circular rotating bed. Yeah, baby! The hotel was designed by Aspen-based architecture firm

Rowland + Broughton, with interiors by global firm NEMAWORKSHOP and Marriott's design team, all to tap into Aspen's history, from its mining days (notice the mine shaft hallways) to the counterculture decades of the 1960s and '70s with bursts of bright orange and blues in the guest rooms and colorful murals in the public areas. Select rooms feature head-to-toe queen bunk beds—some sleep up to eight—catering to the next generation of Aspen iconoclasts, and offering a “wink to the more hedonistic qualities of Aspen's past.” See you at the W. Rooms from \$299, suites from \$1,059, 550 Spring St., marriott.com

From top: The Living Room restaurant has a mountain-modern feel with clean blond wood details anchored by wall-to-wall carpeting with a topographical design; a suspended DJ booth in the form of the largest silver nugget to come out of Smuggler Mine adorns the hotel entrance; in a King Fabulous guest room, a retro-shaped light fixture illuminates the minibar.



PHOTOS BY JASON DEWEY COURTESY OF THE W ASPEN