



TOP: A convivial row of teak rockers lines an expansive terrace to take in classic Jackson views of Miller Park and nearby Snow King. BELOW: Inspired by the great lodges of the West and the rugged, natural beauty of Jackson, the architecture is rooted in place.

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# RISING FROM THE ASHES

JACKSON'S RUSTY PARROT FLIES AGAIN







**Like the Greek myth of the Phoenix when a bird is reborn from its own ashes, this story is about**

a bird—a parrot—rising from a fire in Jackson, Wyoming. It begins years ago when entrepreneur Ron Harrison started formulating a plan to create a small lodge based on traveling with his family and observing luxury properties around the world. He knew he wanted a place that “when you walked in, it felt good to be there,” with a comfortable, timeless Western ambience and, inspired by childhood memories of his grandmother’s house, the aroma of freshly baked muffins.

In 1990, the Rusty Parrot Lodge opened its doors in Jackson, complete with its namesake rusty bird sitting

on a perch in the lobby. Located along Flat Creek, across from Miller Park and within walking distance of Town Square, the small hotel quickly became a favorite with guests drawn to its luxurious yet comfortable accommodations—and those muffins. A few years later the Wild Sage Restaurant was added, serving arguably the best breakfast in town and, eventually, offering a dinner menu that quickly won accolades. The Body Sage Spa >>

*Rich tones on comfy oversize rolled-arm chairs and sofas topped with cozy throws and furry pillows invite guests to linger in the Wild Sage Bar.*





An open grand stair is the central and defining architectural element of the lobby and connects it to the guest rooms above. Artwork is from the Harrison family's private collection, some of it, including the Rusty Parrot sculpture and a Frederic Remington sculpture, plus the handcrafted custom elk-antler chandelier by John Bickner of Onyx & Antler, salvaged from the fire. >>

gained a reputation for using local ingredients like arnica harvested from mountain meadows. As a result, the lodge received every conceivable travel award, including 19 consecutive years of AAA Four-Diamond ratings, *Travel + Leisure's* Best Ski Hotels, World's Best Awards and Top 500 Hotels Worldwide—and in 2005, *Travel + Leisure* readers named it the number-one hotel in the Continental U.S. and Canada.

Then, in 2019, tragedy struck when a devastating fire burned the beloved Rusty Parrot beyond repair. Harrison and his family regrouped, seeing an opportunity to

expand and elevate the understated luxurious atmosphere of The Parrot while maintaining its legendary brand of Western hospitality. They hired the Colorado-based architectural firm Rowland + Broughton along with a carefully selected design team including WRJ Design, contractor ZCM and landscape architect Argostis.

In August 2024, the new Rusty Parrot Lodge & Spa welcomed guests to its next chapter, this time with 40 >>

*French sensibility meets the rugged Mountain West with a Wild Sage menu by chef Hugo Goodman prepared in an intimate open kitchen.*







guests rooms including two suites, and expanded outdoor spaces including rooms with balconies and terraces to take in the views of Snow King Mountain, Flat Creek, Miller Butte and Miller Park.

The Rowland + Broughton team worked to recapture the ethos of the original structure in the new building. “Maintaining distinctive exterior materials, such as rustic log and stone, and giving it a nod to previous design details in a new way ensures that the structure relates to its past as it moves forward,” says Sarah Broughton, founding principal.

Gone is the parking lot previously at the rear of the property, replaced by valet parking below the hotel. This allowed the architects to expand the building toward the

creek and also provided space for a secluded courtyard. Multiple new outdoor spaces allow guests to absorb the surrounding views—among them, a heated rooftop deck, called the Perch, with an oversize fireplace and lounge seating situated under the stars. A second deck, overlooking Saddle Butte and Flat Creek, was designed for spotting local fauna. Complimentary binoculars will be >>

*LEFT: Guest seating includes banquettes in warm caramel brown beneath individual lamp-style lighting, and suede-upholstered chairs and pillows in deep blues and maroons evoking the Tetons at night. RIGHT: A rustic fieldstone fireplace warms this outdoor seating area. Teakwood furniture, including the bluestone-inset coffee table, are rendered in clean, timeless lines.*

available for guests hoping to see deer, elk or moose. In addition, many of the rooms were designed with balconies.

Jackson's WRJ Design worked with R+B and the Harrison family to create the lodge's interiors. "The new lodge embraces the legacy of the Harrison family and what the first Rusty Parrot was—with Western details that guests feel and touch, faux fur pillows, leather and suede," says WRJ creative director and co-founder Rush Jenkins. "And it carries it forward with the addition of a European-influenced aesthetic."

Lodge-inspired furnishings blend historic and new with rolled-arm sofas, nailhead trim and wingback

chairs, and Ralph Lauren leather-wrapped coffee table and lamps. Custom carpets throughout the lodge and in guest rooms were designed by WRJ.

Because the Harrison family wanted to retain signature details from the original lodge, return guests will recognize the cast-iron cowboy lamps, overstuffed bears at turn-down service along with a poem about the West placed in their room each night. And, as in the original lodge, the >>

*Tans, creams and pale blues inspired by the hotel's majestic mountain setting dominate the guest rooms' serene color palette. The Axminster carpet is patterned with a custom design by WRJ, and the wallcovering is by Phillip Jeffries.*





Harrisons showcase the talent of local artists, displaying work by Kathryn Mapes Turner and Scott Christensen alongside Remington sculptures and historic photos.

The Wild Sage has been expanded to include more seating, a patio space and a larger open kitchen with a wood-fired pizza oven. Comfortable velvet banquettes position guests with a full view of the kitchen or the two-sided stone fireplace flanked by floor-to-ceiling glass wine cellars.

The tranquil Body Sage Spa is now a two-floor space offering six treatment rooms, a terrace for classes and relaxation, and a couple's suite including a fireplace and a freestanding tub for bathing rituals.

"We are a new lodge with an old soul," says general manager Brandon Harrison. "While we've honored our heritage by holding tight to our intimate scale, classic mountain style and intuitive attention to detail, we look forward to introducing our guests to the new way we've woven in additional sophisticated amenities and modern touches." ○

*LEFT: A soothing neutral palette and golden-toned Waterworks faucets, shower pull and towel rack speak to luxurious relaxation in the guest room baths. RIGHT: The Body Sage Spa was designed with private sitting areas separated by flowing drapery partitions in the spa reception area.*

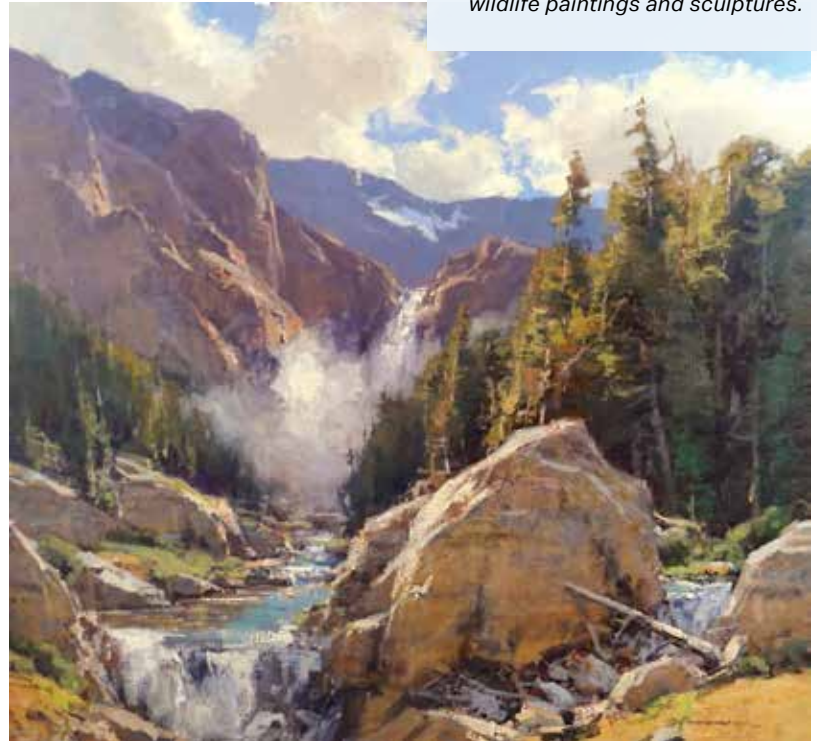
***[rustyparrot.com](http://rustyparrot.com), [rowlandandbroughton.com](http://rowlandandbroughton.com), [wrjdesign.com](http://wrjdesign.com)***





### **CURATING THE RUSTY PARROT COLLECTION**

*Throughout the hotel, spaces were designed specifically to honor the Harrison family's extensive art collection. WRJ's Jenkins has curated over 70 shows for international auction houses and museums, and he brought this expertise to the gallery wall in the lobby as well as the art hung in hallways and public spaces. Guests are invited to amble through the hotel, viewing the works of Turner and Christensen, along with an eclectic mix of historic photos, Western landscapes, wildlife paintings and sculptures.*



LEFT: "Cinnabar" (giclee print 30" x 24") by Kathryn Mapes Turner and RIGHT: "Wind River Runoff" (48" x 52") by Scott Christensen add to guest room ambience.

*To see more of their work and learn about their process working with the Rusty Parrot, visit [www.mountainliving.com/rustyparrotart](http://www.mountainliving.com/rustyparrotart)*