

## **HOTEL CRESCENT COURT ANNOUNCES PLANS FOR \$30 MILLION RENOVATION**

Dallas, March 28, 2017 – Beginning a new chapter in its 30-year heritage, Hotel Crescent Court of Uptown Dallas unveils plans today for an extensive \$30 million re-imagining, launching spring 2017. The geometry of architecture and fashion is the inspiration of the expansive renovation, beckoning a new generation of followers to dwell in the Dallas icon. As an ode to Hotel Crescent Court’s impressive architecture, the transformation will serve to modernize and amplify the experience of sophisticated Southern hospitality, including the complete redesign of all 195 guest rooms and 31 suites, elevators and guestroom corridors, the 22,000 sq. ft. spa and fitness center, as well as the hotel lobby and bar.

Dallas-based interior and architectural design firm, waldrop+nichols studio, was tasked to lead the charge formulating an interior design concept honoring the historic property’s past, blending European luxury and elegance with impeccable Texas hospitality. To pay homage to the 5-star hotel’s French Renaissance façade while upholding the vision of Caroline Rose Hunt and original architect and Pritzker Prize-winning Philip Johnson, waldrop+nichols draws cues from the world of haute couture and avant-garde ideals, as the hotel has radiated greatness since it’s inception in 1985.

“Embarking on a design renovation for a hotel with renowned presence and pedigree requires a commitment to honor the heritage, yet still create an aesthetic for the next generation,” said Andrea Waldrop, VP of waldrop+nichols studio. “Every design environment created provides an original platform that stirs a guest to engage and embrace the essence of the interior.”

Project details include:

- Full redesign and restoration of 195 luxury guest rooms and 31 suites – with the addition of four suites during the renovation – including all new bathrooms and vanity areas. The selected color palette of limestone, blush, taupe and pink allows the architecture of the rooms to be the feature, speaking to the classic French exterior.
- Upgraded floor corridors and elevators. Already unique due to the curvature of the hotel, the corridors will reference French-inspired patterns through innovative techniques in textural wall panels, seeded glass sconce diffusers, rift-cut silver walnut millwork and a subtle palette that sets the scene as an entrance maker to the room.
- Enhancement of hotel public spaces including a fully refurbished lobby with elegant furnishings in main-lobby bar and lounge, Beau’s. The evolution will invite socialization that allows for ease of flow and circulation from the front door to the sunken courtyard connecting Stanley Korshak to the hotel. The addition of bar seating will infuse activity and generate buzz in the lobby.
- An additional \$14 million will be invested towards the membership program, including the remodeling of the 22,000 sq. ft. spa and fitness center.

The renovation of Hotel Crescent Court follows the return to its original name, after being purchased by Crescent Real

Estate LLC ([Crescent](#)). “Hotel Crescent Court has played a critical role in Dallas’ dynamic culture for three decades, always striving to be the face of unparalleled service,” says John Goff, Chairman of Crescent. “This \$30 million investment has been carefully designed to elevate the hotel to an even greater level of style, enriching the experiences of today’s discerning travelers.” Hotel Crescent Court’s impressive upgrades will serve to evoke a sense of calm and stylish affluence, designed for a lifestyle where quality reigns and the absence of excess is the new luxury for a modern culture.

As a Lone Star landmark, Hotel Crescent Court mirrors its stylish surroundings – steps from the bustling Dallas Arts District with easy access to shopping, dining and entertainment. The luxury hotel’s 195 rooms and 31 lavish suites reflect gracious Texas hospitality including a private bar, custom bath products and thoughtful touches. Thirteen innovative dining outlets satisfy guests’ culinary cravings, from the world-renowned Nobu featuring delectable Japanese fare to the glass-enclosed The Conservatory overlooking courtyard gardens. With an award-winning spa and fitness center, as well as the members-only The Crescent Club, Hotel Crescent Court echoes the exclusivity of a country club with sophisticated amenities, including a sparkling outdoor swimming pool, 17 event spaces encompassing 23,320 sq. ft. and specially-curated programs celebrating the community through unique and indigenous experiences.