



WILLOWS LODGE ANNOUNCES EXTENSIVE REFRESH

Favorite Northwest retreat debuts new “modern lodge” concept drawing inspiration from its surroundings in Woodinville Wine Country



Woodinville, WA (September 8, 2015) – In celebration of its 15th anniversary this September, [Willows Lodge](#), a favorite Pacific Northwest retreat in the heart of Woodinville Wine Country, announces an extensive refresh to the property, which includes all guest rooms, meetings space and the lobby. While quite a few updates have been made to Willows since opening in 2000, including a significant redesign and expansion of the hotel’s Fireside lounge, the most current also counts as its most comprehensive.

Spearheaded by the design team at Weber Thompson in Seattle, the project launched a new “modern lodge” concept at Willows, layering a variety of textures and materials to provide juxtaposition and tell an interesting story, such as the reclaimed-wood and metal furniture made by local artisans Meyer Wells and NK Build. Overall, the hotel’s color palette was updated to warm neutrals, such as buttery caramels and rich wine tones, inspired by the existing, beautifully distressed concrete floors and

the hues of Washington wine country. Neutral fabrics with bold, highly textured accent fabrics create a luxurious, modern aesthetic.

Specifically, the **Lobby** enjoyed the addition of varying scales of seating and lighting, which created a more dynamic and inviting entrance for guests and visitors to the Lodge. A sculptural timber floor lamp and high-back chairs, all made in the U.S., now sit on a custom hand tufted wool rug, featuring a willow reed pattern. The adjacent **Fireside** lounge, which was expanded just prior to the 2013 summer season, now offers guests sculptural high-back seating areas, paired with movable ottomans, which creates a more casual flexible seating space that invites guests to relax in comfort and exudes the approachable elegance for which Willows is known.

The color palette of Woodinville Wine Country was continued into the **Guest Rooms**. While entries were painted in a warm, neutral shade in order to set the mood and create a sense of arrival, each room also received an accent wall behind the headboard in a deep wine hue. The intention was to create drama and to help the existing hand-blown gold glass pendants to stand out. Ceiling and wall colors are now lighter and more subdued, creating a bright airiness.

Rather than bed skirts, the guest rooms now feature tailored bed wraps that provide a crisp and clean look and feature a luxurious abstract branch pattern that fully embodies the modern lodge concept. Each room also received a new chair and matching ottoman, as well as color-blocked drapery paired with large-scale patterned sheers to allow guests more control over natural light levels while providing additional privacy.

All **Meetings Space** at Willows Lodge was also updated significantly. The pre-function area to the **Sammamish Ballroom** received a new rug and wall sconces as connective threads into the larger ballroom space, which received an overall refresh of new finishes, furnishings and improved lighting. A dramatic custom broadloom carpet, featuring the same palette of warm neutrals and rich wine tones as the lobby, enhances the scale of the room and adds drama to the space. Walls received a shimmery covering with a subtle organic branch pattern, to help to reflect and bounce light more deeply into the room and ceiling was painted a lighter shade, making it feel larger and more airy.

The **Burke Room**, which also acts as the bridal room for weddings, added a shimmery, reflective wall covering (similar to the ballroom's), which bounces light and will result in better photographs for the bride. Other luxurious additions include a modern three-panel wall mirror, as well as sconces and large bronze mesh drum lights to improve the overall lighting and glow. The **Gilman Room** received new ceiling lights and wall sconces to add glow and sparkle, new paint to draw in more light and new carpet in a large willow-inspired pattern in order to freshen up and modernize the space.

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About Willows Lodge

Willows Lodge, a Northwest style lodge located in Woodinville Wine Country just outside of Seattle, features 84 luxury guestrooms, a full-service spa and high-tech equipped meeting space. Executive Chef Bobby Moore's American regional cuisine at Barking Frog reflects the seasonal and organic produce found in Puget Sound, and is artfully paired with an extensive list of Washington wines. Willows Lodge also boasts Fireside, featuring a casual and sophisticated atmosphere tucked away in the lobby with an outdoor patio overlooking the expansive surrounding landscape, as well as the Spa at Willows Lodge offering a wide selection of massages, facials and body treatments and an outdoor soaking tub. www.willowslodge.com.

About Weber Thompson

Seattle-based Weber Thompson is a full service, West coast design firm specializing in architecture, interior design, landscape architecture and community/urban design. With a staff of more than 65 design and construction professionals, the firm has developed a diverse practice. Weber Thompson's Interior Design Studio is led by Carrie A. Smith, IIDA, LEED AP ID+C, and boasts an impressive portfolio spanning hospitality, retail, affordable and market-rate housing and commercial office projects. Weber Thompson seeks effective results through a thoughtful and collaborative design process. For more information, please visit www.weberthompson.com, or contact Carrie A. Smith at (206) 344-5700 x219 or csmith@weberthompson.com.

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