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### **THE NEW WILDWOOD SNOWMASS OPENS AS A RETRO-CHIC BOUTIQUE MOUNTAIN HOTEL**

Snowmass Village, CO – Winter Season 2012/13...New this ski season, visitors to Aspen/Snowmass will be able to enjoy a hip, new stylish lodging experience. Wildwood made its debut as a classic mountain lodge combined with the sensibility of a contemporary urban hotel. Wildwood Snowmass along with The Westin Snowmass Resort completed a \$55 million renovation of both properties as one resort complex. Guests of both hotels enjoy shared amenities.

Wildwood Snowmass features 151 rooms and six themed suites featuring cozy chic rooms, a fun vibe, a new unique lobby design, new guest amenities and restaurants, and fully renovated facilities throughout the entire property. Wildwood Snowmass marks the first project for the young design firm Reunion, an interdisciplinary group of designers, art-directors and artists from New York City. Reunion mixes custom-designed furniture and art with vintage finds. Visual narratives including American artist Wayne White's painting "Look Out the Window" are weaved throughout the property. Eponymous American fashion designer Steven Alan designed key elements of the Wildwood's soft goods, including hotel accessories, staff uniforms and retail merchandise. The outcome at Wildwood is a hip and engaging hotel.

"At Wildwood we've reclaimed the classic lines of its 1960's architecture and injected it with the vibrant colors and vitality of current art and culture. Our mission was to create a space that's comfortable and warm, while at the same time radical and relevant," said Carlton DeWoody, one of the principals at Reunion.

The six suites at Wildwood are uniquely designed creations of the Reunion team. Two Presidential suites, Wood & Wisdom and Scandinavian, offer modern Scandinavian designs incorporated with rustic materials. The suites are ski-chalet chic with European furniture, subtle color pops and photographic murals of mountain scenes. The other four suites each offer their own distinct theme. More "extreme" guests can check out the Ski Radical suite which is ready to rock with wild furniture and a neon wall mural. The Bohemian suite embraces 1960's style peace and love themes. Lastly, the Color

Blocking suites, His and Hers, which can be connected, bring the Pop Art paradigm into present day design.

The Bar at Wildwood, a collaboration with Colorado's New Belgium Brewery, serves lunch, dinner and late-night menus while pouring from 10 taps of New Belgium's most popular brews.

The Living Lounge and Living Room offer great public spaces for guests to gather. The Living Lounge off the reception area offers comfortable banquets and chairs where guests can visit, relax with a book, play a board game, check up on email or sit by the fire. On the other side of The Bar at Wildwood guest can gather in the Living Room. Reunion-designed interchangeable modular furniture allows guests to create their own seating arrangements. There is also a screen for movie nights and food and drink services from The Bar are available.

The new slope-side outdoor heated pool, hot tubs and fire pit set in a modern day courtyard are complemented by a poolside snack shack serving food and drinks throughout the summer season. The fitness center offers state-of-the-art exercise equipment and a new recreation room, dubbed The Arcave, includes a curio of throwback arcade video games and pinball machines.

The Reunion team includes principal Laura Flam, a former senior designer for Roman and Williams Buildings and Interiors, where she collaborated on various high profile projects including the Ace Hotel New York, The Standard Hotel New York, The Breslin Bar and Dining Room, and The Dutch. Eric Adolfsen, Reunion principal, was formerly a director for Brand New School where he lead the 2010 rebranding of Cartoon Network, and shot many visually driven commercials. He is also the artistic director of the luxury brand House of Waris and creator of The Wooly, a private bar in New York City's landmark Woolworth building. The third Reunion principal is Carlton DeWoody, an artist and art director. His artwork has been shown nationally and his commercial client portfolio includes branding for record labels, real estate firms and restaurants.

Call 800.525.9402 for reservations or visit [www.wildwoodsnowmass.com](http://www.wildwoodsnowmass.com).

Wildwood Snowmass and The Westin Snowmass Resort are owned by a joint venture between Starwood Capital Group and Wasserman Real Estate. Starwood Hotels & Resorts is overseeing management of the two new hotels.

### **About Westin Hotels & Resorts**

Westin Hotels & Resorts offers innovative programs that transform every aspect of a stay into a revitalizing experience. All Westin signature services – like the Heavenly<sup>®</sup> Bed, delicious SuperFoods<sup>®</sup> and WestinWORKOUT<sup>®</sup> studio – have been designed with the guests' well-being in mind. Westin hotels, with more than 190 hotels and resorts in nearly 40 countries and territories, is owned by Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT). Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with 1,134 properties in nearly 100 countries and 171,000 employees at its owned and managed properties. Starwood is a fully integrated owner, operator and franchisor of hotels, resorts and residences with the following internationally renowned brands: St. Regis<sup>®</sup>, The Luxury Collection<sup>®</sup>, W<sup>®</sup>, Westin<sup>®</sup>, Le Méridien<sup>®</sup>, Sheraton<sup>®</sup>, Four Points<sup>®</sup> by Sheraton, Aloft<sup>®</sup>, and

Element<sup>SM</sup>. The Company boasts one of the industry's leading loyalty programs, Starwood Preferred Guest (SPG), allowing members to earn and redeem points for room stays, room upgrades and flights, with no blackout dates. Starwood also owns Starwood Vacation Ownership, Inc., a premier provider of world-class vacation experiences through villa-style resorts and privileged access to Starwood brands. For more information, please visit [www.westin.com](http://www.westin.com).

**About Starwood Capital Group**

Starwood Capital Group is a private, U.S.-based investment firm with a core focus on global real estate. Since the group's inception in 1991, the firm, through its various funds, has invested over \$10 billion of equity capital, representing over \$29 billion in assets. Starwood Capital Group currently has \$19 billion of assets under management. Starwood Capital Group maintains offices in Greenwich, Atlanta, San Francisco, Washington, D.C., and affiliated offices in London, Luxembourg, Paris, Mumbai and Sao Paulo. Starwood Capital Group has invested in nearly every class of real estate on a global basis, including office, retail, residential, senior housing, golf, hotels, resorts and industrial assets. Starwood Capital Group and its affiliates have successfully executed an investment strategy that includes building enterprises around core real estate portfolios in both the private and public markets. Additional information about Starwood Capital can be found at [www.starwoodcapital.com](http://www.starwoodcapital.com).

**About Wasserman Real Estate Capital**

Wasserman Real Estate Capital LLC is a vertically integrated real estate operating company with in-house acquisition, development, leasing, property management, asset management, legal and financial reporting capabilities. Wasserman's goal is to create value and manage the long-term interests of its investments on behalf of its investors. Wasserman Real Estate Capital develops, re-develops, and manages a vast array of properties across the United States and internationally. For more information, please visit [www.wrecapital.com](http://www.wrecapital.com).

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