

FOR IMMEDIATE RELEASE

Media Contacts:

Kevinie Woo
Bread & Butter PR
310.270.5675 | kevinie@breadandbutterpr.com

Adrianna Chisholm
Bread & Butter PR
503.969.1664 | adrianna@breadandbutterpr.com



KIMPTON THE ROWAN PALM SPRINGS ELEVATES DESERT LUXURY TO NEW HEIGHTS

PALM SPRINGS, CALIF. (November 16, 2017) – [Kimpton The Rowan Palm Springs](#) makes a splash in the Southern California desert with its opening on November 17, 2017, reaching major milestones for the Kimpton brand and the City of Palm Springs. The seven-story, 153-room urban oasis features the city’s first and only rooftop pool, two restaurants and two bars, serene mountain and Coachella Valley views, and inspiring spaces for meetings & events.

A major anchor of the Downtown Palm Springs revitalization project and the first ground-up, full-scale hotel built in the area in decades, Kimpton The Rowan Palm Springs puts guests in the heart of it all with convenient access to the rugged trails and peaks of the San Jacinto Mountains yet just steps from some of the city’s best shopping, dining, and arts & culture scene.

“Palm Springs is a dynamic city with its own distinct style, making it the perfect home for Kimpton,” says Abe Liao, General Manager of Kimpton The Rowan Palm Springs. “Whether our guests are here for a dose of local arts & culture, to take in nature’s beauty, or to attend annual events such as Coachella, Modernism Week or the Palm Springs International Film Festival, The Rowan looks forward to offering that great Kimpton service and great Kimpton care our guests have come to know and love.”

“Our mission from the beginning was to do more than build a standard box, but to create high-profile, architecturally significant new landmark buildings for Downtown Palm Springs,” said Michael Braun, President of [Grit Development](#). “Kimpton solidly believes in our vision, and shares our commitment to redeveloping our city center for both the local community and Palm Springs visitors. We are all well on our way to leasing most of downtown, and we are thrilled with our great tenant mix and Kimpton The Rowan Palm Springs as the cornerstone.”

The design of Kimpton The Rowan Palm Springs salutes the colorful midcentury heritage and modernism roots of Palm Springs, reinterpreted from a contemporary viewpoint. Conceptualized by Architect of Record ACRM Architects + Interiors, under the leadership of Project Manager Kevin Terra, and Design Architects Dion McCarthy and Mark Kirkhart of DesignARC, the structural design of Kimpton The Rowan Palm Springs draws upon Palm Springs’ distinctive qualities of light, landscape and mountain terrain. Concrete blocks of the building’s exterior are punctuated with pop-out boxes and balconies to add dimension while perforated metal sunshading and filigree screening create the subtly transforming texture of shadow under the desert sun.

A collaborative design effort between Powerstrip Studio and the Kimpton Design Team, the light-filled spaces within the hotel embody a sunny mix of minimalist, modern-desert urbanity with

clean-lined furniture and custom art installations such as a 16-foot macramé owl behind the front desk and lobby-adjacent library display. The hotel's guest rooms and suites – all of which have mountain views or private outdoor terraces – boast intricately layered textures and geometric patterns in a serene color palette of blues and greens tempered with natural wood, creamy neutrals and cool white. The 2,500-square-foot presidential suite, The Arlo, spans the length of the top floor and is complete with pool table, deep-soaking tub, and two private wraparound balconies allowing guests to take in panoramic views of the city and mountains.

Kimpton The Rowan Palm Springs offers two restaurants led by Executive Chef Stephen Wambach – Juniper Table, a casual all-day Mediterranean café on the lobby floor, and 4 Saints, an intimate hideaway on the rooftop serving bold, internationally-inspired sharable plates. Local brews and specialty cocktails are available at either restaurant as well as both Window Bar, located just past the hotel's entrance, and High Bar, perched atop the prime rooftop.

A true desert oasis set against a majestic mountain backdrop, the hotel's rooftop is the premiere Palm Springs retreat to rejuvenate and relax. Designed by Chris Pardo of Elemental Architecture – who is also responsible for the design of Juniper Table, 4 Saints, High Bar and Jacinto, the private rooftop event space – the sun-kissed pool deck is an artful balance of rugged desert beauty and timeless glamour, lined with six luxury cabanas in addition to daybeds and loungers.

For custom meetings, events and weddings, the hotel offers more than 16,000 square feet of multipurpose indoor and outdoor space.

Kimpton The Rowan Palm Springs provides guests with new ways to stay and play in Palm Springs while still enjoying the desert's authentic aesthetic and laidback vibe – from guided trail hikes through foothills of the San Jacinto Mountains and rooftop yoga to exclusive experiences like the [“Well Suited with Trina Turk”](#) package that includes a personal consultation with a Trina Turk stylist, \$200 shopping credit and a luxurious Spa Suite stay. Familiar Kimpton amenities include an onsite fitness center, in-room yoga mats, Atelier Bloem bath amenities, hosted evening social hour, pet-friendly accommodations and custom-designed PUBLIC bikes to borrow for a ride around town.

Images available for download:

- [Public spaces](#) (renderings)
- [Model room](#)

###

ABOUT KIMPTON THE ROWAN PALM SPRINGS

Kimpton The Rowan Palm Springs is an urban oasis that effortlessly blends laidback cool and rugged desert beauty with high style, culture and unrivaled Kimpton hospitality. The 153-room boutique hotel boasts the city's first and only rooftop pool complete with six luxury cabanas, two restaurants and two bars, idyllic views of the San Jacinto Mountains and desert landscape, and more than 16,000 square feet of multipurpose indoor and outdoor space for custom events & meetings. With its prime location anchoring the very center of the revitalized Downtown Palm Springs, Kimpton The Rowan Palm Springs puts guests just steps away from some of the city's best dining, shopping, art and attractions. For additional information, visit www.rowanpalm Springs.com or call 800.532.7320.

ABOUT KIMPTON HOTELS & RESTAURANTS

San Francisco-based Kimpton Hotels & Restaurants is the acknowledged industry pioneer that introduced the boutique hotel concept to the United States in 1981. Anchored in one-of-a-kind experiences, Kimpton operates more than 60 hotels and 70 restaurants, bars and lounges across urban locations, resort destinations and up and coming markets in the United States, Europe and the Caribbean. Time and again, Kimpton has demonstrated its commitment to creating spaces and experiences that are centered on its guests. From inspiring design that evokes curiosity to forward-thinking flavors that feed the soul, every detail is thoughtfully curated and artfully delivered. The Kimpton experience is always meaningful, unscripted and ridiculously personal.

Kimpton is highly regarded for its workplace culture and has been consistently recognized on the FORTUNE magazine “100 Best Companies to Work For” list. Empowered employees bring to life the heartfelt guest experience that has come to define Kimpton.

In January 2015, Kimpton became part of the InterContinental Hotels Group (IHG) family of hotel brands. For more information, visit www.KimptonHotels.com.