



ACE HOTEL NEW ORLEANS

New Orleans is made of its own kind of magic. Deemed long ago the “soul of America,” New Orleans is a cultural mecca, one of the last of its kind, whose spirit is made palpable by histories laced with as much sparkle as tragedy, as much trial as jazz. New Orleans is a place where traditions are a confluence of nuanced origin and influence — French, Spanish, Houmas, bounce music, Creole superstition, voodoo folklore and the ritual of celebration. It is a city of divine origin and of unique and strange movement; it is a city whose timbre is light. Ace Hotel New Orleans is woven into the very fabric of this magical place – pulling from the heritage of the city and the bones of the building itself. It is a place for the city’s bastions of culture — organizations and institutions, historical societies and blues guitarists, festivals and rocksteady vinyl-collectors. It is a gathering place.

HISTORY

New Orleans has been called the birthplace of American music. Its colorful history and francophone character have solidified its long tenure as one of the most cosmopolitan cities in the world. An early haven for free people of color, New Orleans' can-do attitude and populist self-reliance have been pillars of its city life long before the Industrial Revolution. The South Market District was so-named because of the part it played in New Orleans commerce throughout the 19th century. Canals and ports became fluid conduits for fresh seafood, local wares, and unprecedented ideas.

The city's population grew in the decades following WWII, making room for lumber and steel mills, stables, specialty foods like candy factories and bakeries, tailors, and oyster saloons. But as the area's commercial prosperity diminished, its once bustling streets were slowly cleared. The downtown area began to reclaim its stakes as New Orleans' cultural touchstone with the development of the Warehouse district — sometimes called the Arts District, or the "Soho of the South." When artists and visionaries sought after space to make and share their work, empty warehouses became their beacon of potential and creative growth. The district has a pulse of energy and promise. Needless to say, the people who are living and loving in New Orleans today are doing so with fervent passion and real commitment to progression.

NEIGHBORHOOD

Ace Hotel sits on the cusp of New Orleans' downtown core, in the warehouse district at the corner of Carondelet and Lafayette streets. We're close to art galleries and shopping, museums, cocktails and just a jaunt to the classics of the French Quarter and the modernity of the burgeoning South Market District, a stone's throw to many of New Orleans' best gems like the Sports and Arts Districts, and just a bike ride to the lively Bywater and Marigny neighborhoods. The area is home to some of the best restaurants that New Orleans has to offer. The city has an expansive soul that is palpable, self-assured in a way that sustains hope and grit and sadness at once. We're new here, but we love calling New Orleans home.

DEVELOPMENT

The developers of the property are The Domain Companies, the distinguished real estate development and investment firm based in New Orleans and New York. Having already been involved in a number of high-impact projects in this resilient city, Domain is committed to enriching Ace Hotel New Orleans' neighboring Downtown community.

Eskew+Dumez+Ripple is the Architect-of-Record for the conversion of project and the design of its adjacent four story addition. They've worked directly with all firms involved to program space and develop



layouts for the building's interior, working with local regulatory agencies and the preservation community to preserve Ace Hotel New Orleans' historically designated neighborhood status.

DESIGN

Ace worked with interior design and long-time collaborators firm Roman & Williams to create Ace Hotel New Orleans. With our ears finely tuned to the building's origin in place and time, we aimed to restore and maintain a familiar experience — the romantic history of New Orleans' past that manifests in its streets and daily life.

Roman & Williams designed our own beloved Ace Hotel New York. They are known for highly tactile, layered and resonant environments. The firm shares an appreciation of history with Ace as well as a desire to create something fresh and new.

LOBBY

Guests enter the hotel through our textured lobby area, inhabited by found objects, with an artistic yet residential feeling. Roman & Williams played with the vintage tones of the room, implementing dark grays, greens and eggplant drawn from the city itself. Custom and found lighting along with the vital glow of plant life add a feeling of spontaneity and craft to the space. We saved terrazzo floors to help the room resonate with the additional dimension of historic detail. The bespoke furnishings are inspired by the humble French Deco building add energy and contrast to animate the room, embodying a core Ace principle that combines high and low elements.

EXTERIOR

Designed by Weiss, Dreyfous & Seiferth, the historic nine-story opened in 1928 and stood until the 1970s as Barnett's Furniture Store. Architects Eskew+Domez+Ripple worked to redevelop the building's facade, meeting design requirements for the historically designated neighborhood and honing its structural integrity.

INTERIOR

For this project, we were inspired by ideas of domestic modernism, both in a broad sense, and in the way it pertains to New Orleans itself. Elements of hotel's design recall the Dadaists and Art Deco, as well as The Bloomsbury Artists — Picasso, Braque and the Cubists. In all, the reuse and restoration of the familiar evoke an earnest vulnerability throughout each of the hotel's interiors, sympathetic to both New Orleans and to the building's origin.

ROOMS

The dim, moody design of each room is complimented by a light weight matelasse coverlet in warm charcoal grey, with a stitching pattern inspired by French abstraction in the 1920s. The rooms breach and blur lines between art and decoration, with original artwork painted on the armoires and framed with Douglas Fir wood.

EVENT SPACES

Lobby

The lobby at Ace Hotel New Orleans heeds influences from local music and culture, welcoming locals and guests to venture through and experience niche speaker series, salon style gatherings, radio broadcasts, live music and DJs, openings and launch parties. We've partnered with WWOZ, Musician's Clinic, Pelican Bomb and Mixed Company, to name a few, to bring together some truly enriching evenings in our lobby space.

Three Keys

Three Keys is truly a place for celebration. It's our music venue at Ace Hotel New Orleans, where we're honoring true musicianship and the spirit of the city itself. New Orleans is both intuitive and thought-provoking, informative and entertaining — at Three Keys, the stage is set for more than just



performances. It's a space for creative energy to radiate, a space for gathering and collaboration. We'll have everything from burlesque to live concerts, to educational events, to film screenings.

DINING & DRINK

Josephine Estelle

We went up the Mississippi River to Memphis to bring in our culinary partners, Chefs Andy Ticer and Michael Hudman. These lifelong best friends and James Beard Award nominees are at the helm of Ace Hotel New Orleans' food and beverage programming, which includes our restaurant, Josephine Estelle. This osteria-style restaurant is named after Andy and Michael's daughters, and showcases the chefs' signature culinary style of combining the craft-centric philosophy of Italian cooking with the flavors of the American South.

In 2016, Josephine Estelle was named to Southern Living's "Best New Restaurants" list, Bon Appetit's "Top 50 Best New Restaurants" list and was Eater New Orleans' "Restaurant of the Year."

Josephine Estelle is Andy and Michael's first restaurant outside of their hometown of Memphis where they operate the critically acclaimed restaurants Andrew Michael Italian Kitchen, Hog & Hominy, Porcellino's Craft Butcher and Catherine & Mary's. They are graduates of Johnson & Wales University's Culinary Arts Program, and the Master's program at the Italian Culinary Institute in Calabria, Italy. In addition to their James Beard nods, Andy and Michael are members of Food & Wine Magazine's 2013 "Best New Chefs" class.

Alto

Alto is Ace Hotel New Orleans' rooftop garden and grill. Open daily from 10AM - 9PM, it features relaxed poolside dining, cocktails and panoramic views of our city. The hotel's culinary partners, Chefs Andy Ticer and Michael Hudman, have crafted a small-plates menu for lunch and dinner featuring farm-fresh salads, and grilled meats, seafood and vegetables. The bar serves an eclectic mix of seasonal cocktails, including frozen drinks and rotating on-tap specials, along with canned craft beers and refreshing wines.

Stumptown Coffee Roasters

Stumptown Coffee Roasters are American craft coffee pioneers, and longtime friends of Ace. Known for sourcing and serving some of the best coffee, cold brew and espresso in the world, Stumptown's Ace New Orleans outpost is their first cafe in the South. The New Orleans coffee bar will serve their signature espresso and hot coffee drinks, and will feature an unprecedented cold brew coffee program--a reverent nod to the city that put iced coffee on the map.

Obsessed with quality and direct trade, Stumptown insists on roasting their hand-selected coffee locally whenever possible. They believe in the social, environmental and economic benefits of sustainable business practices, supporting coffee farms that are committed to the wellbeing of their workers, land and water.

Seaworthy

Next door to the hotel is Seaworthy, a cocktail and oyster bar. Set in a classic Creole cottage built in 1832, Seaworthy was opened by Ace Hotel with support from the team at New York City's popular seafood restaurant, Grand Banks. This American oyster bar showcases the sheer breadth of bivalves from the Gulf Coast, East Coast and West Coast accompanied by a seasonal selection of sustainably sourced local seafood and handcrafted cocktails.

Seaworthy was selected as New Orleans Magazine's 2016 "Seafood Restaurant of the Year," one of the Times-Picayune's 2016 "Best New Restaurants" and also was named to the New Orleans Advocate's 2017 "The Essential 100" best restaurants list.

Chef Daniel Causgrove helms Seaworthy's acclaimed kitchen, showcasing wild-caught and sustainably harvested seafood from American coastal waters, suffused with Southern inspirations.



LIBERTY'S KITCHEN AND CAFE RECONCILE

Ace proudly supports and recruits from Liberty's Kitchen and Cafe Reconcile, two New Orleans non-profits that provide important employment training in the hospitality industry for at-risk young people.

ACE HOTEL CONCEPT

Ace Hotel is a collection of individuals. We recognize the hotel's potential to nurture real, fluid cultural communion, as a place where adventure and rootedness interact. We bring the same philosophy and attention to detail to residential, public and commercial projects, as well as branding and design consultancy. We're emphatic about art and creation. With everything we do, we try to collaborate with and celebrate people whose work inspires us.

Our approach to creating hotels always has been and will be unorthodox. When Seattle friends Alex Calderwood, Wade Weigel and Doug Herrick initially dreamed of opening the first Ace Hotel — Ace Hotel Seattle, in 1999 — they wanted to create a space linked to the local culture, a living part of the community — like the experience of staying with friends who are plugged into the local scene.

The recipe involved taking an old building in an emerging location, a small budget requiring lateral thinking and some clever industrial salvage, a design aesthetic that mixes uncluttered comfort with a bohemian vibe, and the experience that comes from being a seasoned traveler and knowing what you do and don't need when it comes to resting your weary head.

The second Ace opened in Portland in 2007 — a bigger and more ambitious project with its 79 rooms (compared to Seattle's 28), a restaurant, coffee shop, exhibition and event space. Ace Hotel New York (272 rooms) and Ace Hotel & Swim Club (170 rooms) in Palm Springs, California both opened in 2009. The two properties are an example of how Ace's core value of incorporating a sense of place from the surrounding environs can express itself in wildly different ways. Ace Hotel & Swim Club in Palm Springs transforms a midcentury desert modern motel into an Ace-style resort. Ace Hotel New York recalls turn-of-the-century Times Square, with a building over a century old and design that evokes the grit and glamour of New York's past and present.

In 2013, Ace Hotel London Shoreditch opened in London's most creative, engaged district — a locus for creative culture, home of the world famous open-air market on Brick Lane and a canvas for street artists the world over. A hub for galleries, theatre and design, Shoreditch is home to the Brick Lane Market, landmark creatives and renegade artists from around the world. The neighborhood's legacy includes theaters running banned 16th century plays, the debut of drag pioneer Hetty King and the first rumbles of industrialized craft in the Western Hemisphere. Today, it's a place where art, design, culinary innovation, culture and tech gather and phosphoresce from the heat of collaboration, inspiration and a soft spot for the future.

Ace Hotel Downtown Los Angeles made its home in the historic United Artists building in 2014 in Downtown LA. Built in 1927 for the maverick film studio, the ornate, storied and vibrant Theatre and the 14-story Spanish Gothic office tower that fronts it have been lovingly retrofitted into a modern hotel — enlivening the building's historical soul with the meticulous attention to detail that Ace is known for. It's the kind of project that we dream about, and we're honored to stand as a spiritual anchor at the heart of the Broadway Theater District's vibrant modern renaissance.

Late in 2015, we opened the doors to Ace Hotel Pittsburgh, our home in East Liberty, pumping our hearts' work into the city that built the American Century. The Atelier Ace team re-envisioned a century-old YMCA, creating a place not just in the neighborhood but for the neighborhood as well. We pulled cues from the design and craft heritage of the region, the sporting spirit of the city and the community-driven ethos of the historic YMCA itself.



In spring of 2016, Ace Hotel New Orleans was born in the Warehouse District of New Orleans, a city made of its own kind of magic. Deemed long ago the “soul of America,” New Orleans is a cultural mecca, one of the last of its kind, whose spirit is made palpable by histories laced with as much sparkle as tragedy, as much trial as jazz. New Orleans is a place where traditions are a confluence of nuanced origin and influence — French, Spanish, Houmas, bounce music, Creole superstition, voodoo folklore and the ritual of celebration. It is a city of divine origin and of unique and strange movement; it is a city whose timbre is light. Ace Hotel New Orleans is woven into the very fabric of this magical place – pulling from the heritage of the city and the bones of the building (once home to Barnett’s Furniture Palace). It is a gathering place for the city’s bastions of culture — art organizations and long-lived institutions, historical societies and jazz drummers, strangers, guests and old friends alike.

In 2017, we're throwing down roots in the West Loop of Chicago, once home to Harpo studios, now home to perfect strangers, art galleries and Google's HQ. A mecca of experimental dining and wildly original thought, Chicago is an ever-evolving amalgam of its citizen's bright, firing synapses. City-of-many-nicknames, Chicago is windy, it's a "Beirut by the lake," and it's the most forward-thinking, most American city there is. We're lucky to be a part. Ace Hotel Chicago will have a rooftop terrace, wide, sweeping views of Lake Michigan and free public spaces for Chicagoans to come through, have a bite, conduct an experiment. Slated to open September 1, 2017.

Our ongoing creative process has presented opportunities for us to collaborate with artists, craftspersons and designers whose work we admire. Sometimes these projects are directly related to a hotel itself — like the Atelier Ace x Wings+Horns robe that can be found in the guest rooms at all of our hotels, or the bespoke Cursor & Thread neckties and French knots, worn by our front desk agents in New Orleans. Sometimes the relation to the property is less direct — we do it because we love to make beautiful things with our friends that we can share with the extended Ace family, like our Atelier Ace x Porter by Yoshiba bag collection inspired by the 1950s Air Force MA-1 bomber jacket, or the Atelier Ace x No.6 traveler's essentials lines. Our hotel stores and online shop are a showcase for our exclusive products and collaborations, as well as some stuff we think is plain-old cool.

The Ace blog is the place we activate our cultural and creative obsessions. Interviews, stories behind things and deep dives into our abiding passions live here. In the past we've conducted interviews with Ira Glass, Ken Burns, Mike Mills, Ursula K. LeGuin, Thurston Moore, Carrie Brownstein, Will Oldham, Big Freedia, Kathleen Hanna, Eve Fowler, Nick Kroll, Justin Strauss with Wolfgang Tillmans, Kamasi Washington, Daniel Lanois and Olia lalina and Cory Arcangel, to name a few, and we've only just begun.

The Ace team is a kaleidoscopic team — romantics with an unswerving business savvy, easygoing yet driven. We're not interested in cooler-than-thou design statements, but in creating with soul. As the company grows, Ace stays true to the partners' core creative beliefs, refusing to get caught up in big-business clichés, and insisting on doing things our own way. It isn't just lip service. We seek out independent businesses, local artisans and young talent to drive the properties' development. We look for creative ways to be resourceful and sustainable. And we believe in a better way of doing things, no matter the scale.