

hospitality design

The Alamite Launches in Tuscaloosa, Alabama

Avenue Interior Design crafted the newest entry in Marriott's Tribute Portfolio



The Alamite has debuted in Tuscaloosa, Alabama as part of Marriott's Tribute Portfolio. Crafted by [Avenue Interior Design](#), the 112-room boutique hotel is characterized a refined sense of place and a narrative inspired by family and Southern charm. "The owners had a very strong vision for the property and wanted it to play true to its dedication to Southern hospitality and create a space that would provide storytelling moments," says Avenue principal and cofounder Andrea DeRosa.

The design scheme is guided by a vibrant family, dreamed up by Avenue, with ties to Tuscaloosa. "We embraced the fictional family we created to execute a truly Tuscaloosan vibe," DeRosa adds, "creating a warm and welcoming atmosphere comprised of serene-yet-rich color palettes and textures." Fine millwork and heirloom finishes reflect a traditional approach to Southern residential design along with wall panel wainscoting and oak parquet plank floors. Full-height storefront windows in the lobby pour natural light into the space, accentuating the serene aesthetic of the blue-green palette and tufted leather chairs.

The Alamite's F&B concepts include Forté: Cuts & Cocktails, which comprises an all-day bar, dining room anchored by an open kitchen and eight-seat chef's table, and an outdoor patio. Indoor-outdoor rooftop eatery Roll Call also crowns the hotel.

Including six suites, accommodations were designed to resemble domestic bedrooms to further honor the motif of a fictional family. Custom casepieces are disguised as built-in millwork, while herringbone floors complement oak minibars. Guestrooms also nod to the nearby university with pebbled leather headboards.