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The Benson Hotel & Faculty Club

WELCOMING THE FACULTY, ALUMNI, AND RESEARCHERS OF COLORADO'S ANSCHUTZ MEDICAL CAMPUS, THE BENSON HOTEL & FACULTY CLUB IS A BREATHTAKING CULMINATION OF RICH COLOURS AND SOPHISTICATED INTERIOR LAYOUT, DESIGNED BY AVENUE INTERIOR DESIGN TO CELEBRATE THE ICONIC AMERICAN WEST.



The LA-based design studio was approached by the developer, Aimco, to collaborate on the interior design of their first boutique hotel. Having impressed with its work on The Ramble Hotel in the downtown Denver River North Art District, Avenue Interior Design was brought on board to add its creative vision and design expertise to the developer's project.

Director of Design & Projects, Denise Pan, and Senior Project Designer, Bessie Shen, said that Avenue Interior Design's goal was to design spaces which "guests could come back to time and time again and have a different experience." Interiors needed to both welcome the University of Colorado's medical community and exude the spirited essence of the American West, and these intentions were salient throughout the crafting of the hotel's social club, signature restaurant, lobby bar, ballroom, meeting rooms, private club lounge, and guestrooms. »

“ The astounding landscape of Colorado is a fundamental inspiration for the interior’s American West theme. The décor rhymes with the colours and textures of the scenery, with saturated jewels and neutral colours contrasting beautifully to mimic the wondrous diversity of the region’s terrain.



In the guestrooms, Avenue Interior Design strove to implement “four unique design schemes – something you rarely find in hospitality.” The hotel is a place for everyone to rest, recover, and rejuvenate, and this inclusivity was at the forefront of each area’s design.

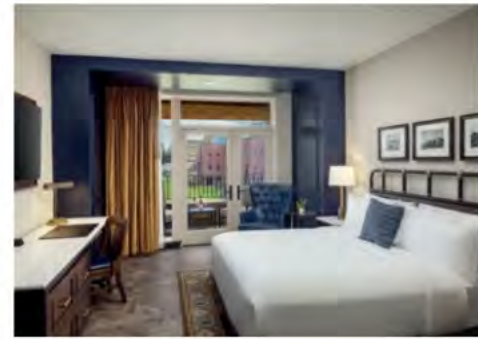
The astounding landscape of Colorado is a fundamental inspiration for the interior’s American West theme. The décor rhymes with the colours and textures of the scenery, with saturated jewels and neutral colours contrasting beautifully to mimic the wondrous diversity of the region’s terrain. Marble tile features throughout with distinct fine veining akin to Colorado Yule marble, a historic local material. Along the lobby floors and guestrooms corridors, timeless plaid patterns can be found, their inlaid tile patterns introducing a vivid energy to these spaces. Textiles and rugs continue the Western theme throughout, and leathers fuse this motif with a luxury

standard of comfort in both public spaces and guestrooms. Four on-theme guestroom schemes work to make every guest feel as though they are experiencing something unique and individually fashioned, and the addition of Southwestern details throughout the property establishes a consistency which lives and breathes in every room. Not to mention, The Benson Hotel & Faculty Club is home to the second largest collection of

Western art in the state, bringing the culture and liveliness of this area into the hotel.

Shipment delays threatened to delay the project, but Denise and Bessie said the team’s continued collaboration with Aimco, Tryba (architect), and Hyder Construction (contractor) allowed them to “consistently find innovative solutions that were best suited for the project’s completion and success.” »

“ Guests heading for The Benson Hotel & Faculty Club are bound for a one-of-a-kind hospitality experience which reflects the history and beauty of Colorado. Each space has been carefully and deliberately designed to impress and relax those who enter, and guest feedback so far has been nothing but positive.



They added: “Although there were obstacles posed by the pandemic, our dedication and adaptability ensured that The Benson Hotel and Faculty Club’s interior design was completed to the highest standards, resulting in a beautiful and captivating space for guests to enjoy.

Guests heading for The Benson Hotel & Faculty Club are bound for a one-of-a-kind hospitality experience which reflects the history and beauty of Colorado. Each space has been carefully and deliberately designed to impress and relax those who enter, and guest feedback so far has been nothing but positive. Avenue Interior Design’s attention to detail has resulted in the hotel becoming a welcome addition to the landscape it has been designed to honour, and its effortless blend of comfort and elegance is as distinct as it is charming.

Co-Founder and Co-Creative Director, Andrea DeRosa, told PREMIER HOSPITALITY INTERNATIONAL that completing the project was hugely important for Avenue Interior Design: “It allowed us to showcase our on-going ability to create inspired, individualized, and regionally relevant interiors in a unique market.” She also praised the team’s success in merging the studio’s “vision for the property with that of the client and the architect...as a result, the property embodies a spirit that is sure to exceed guest expectation.” ■

