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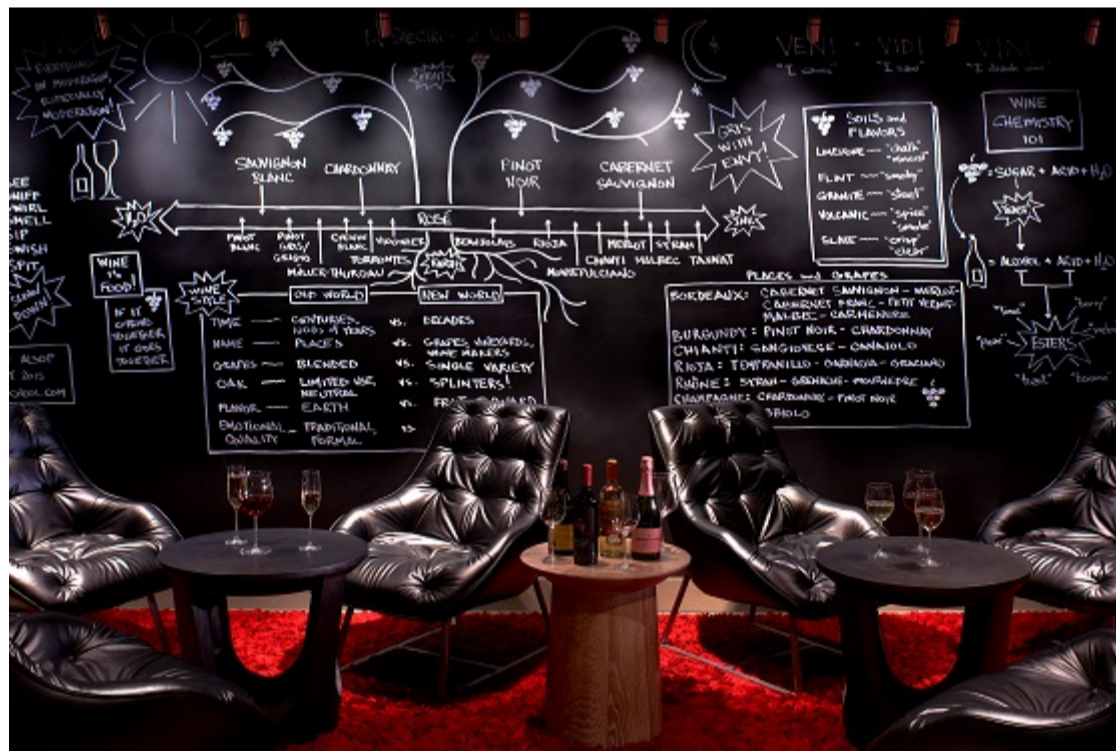
# HOT OPENINGS: PORTLAND HOTEL UNCORKS EDGY VIBE

By [Oriana Lerner](#)

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From local vintages to ultra-chic drinking spots, wine and local culture make a natural pairing. Dawson Design Associates developed a story about Oregon's Willamette Valley and its wine, how it is created, its effects on culture and life and what makes it unique when creating the concept for Hotel Vintage Portland, the new sister property to the recently rebranded and renovated Hotel Vintage Seattle (both developed in collaboration with Pebblebrook Hotel Trust and Kimpton Hotels & Restaurants).

Edging up the look of Portland's Vintage was a must. Urban grit that speaks to the more avant-garde, edgy Portland culture finds its way into the design throughout, from the new blackened steel spiral staircase to exposed concrete flooring and raw, warehouse-like finishes. Street art covering the walls of the new Game Room carries that vibe up into the new second-floor lobby bar space. Soho Myriad's Bike Wheel Wall sculpture pays tribute to the local love of bicycles.



Graffiti makes a strong statement. (photo by David Phelps Photography)

Local vineyards provide a unique design for an area rug; a depiction of a Google Earth view of Oregon's wine country, the Willamette Valley. Light fixtures in the public spaces offer an abstract take on grapes. Each of the 117 guestrooms has red tones echoing wine's shade and cork walls featuring local vineyards' collateral. Recycled corks become face-shaped art pieces. Bedside lamps are inspired by heat lamps used on grapes. All the more for guests' eyes to drink in.

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