

V I S I T B O U T I Q U E  
G U E S T U R B A N  
A C C O M M O D A T E H O T E L  
E X P L O R E T R A V E L E R  
G E T A W A Y M O T E L  
R E S T S  
R E T R E A T E X P E R I E N C E E X P L O R E  
west elm  
STAY  
- CONCEPT BY VM -

"RECOGNIZED AS AN AUTHORITY ON MODERN ECLECTICISM, WEST ELM PLANS TO EXTEND OUR SUCCESSFUL RETAIL AESTHETIC INTO THE HOSPITALITY INDUSTRY BY COLLABORATING WITH A LIKE-MINDED PARTNER WHOSE CUSTOMER SERVICE OPERATIONS EXPERIENCE CAN SUCCESSFULLY SCALE OUR CONCEPT."

- JIM BRETT, PRESIDENT, WEST ELM

**STAY** /STĀ/

(noun) A RESIDENCE  
OR SOJOURN IN A  
PLACE

west elm

**INTRODUCING WE STAY**  
BOUTIQUE HOTELS BY WEST ELM



"I NEVER WANT TO DO SOMETHING THAT SMACKS OF BEING HIP PER SE, AND THERE'S SOMETHING NICE ABOUT REAL THINGS, REAL MATERIALS, REAL COMFORT AND ALL THAT TYPE OF STUFF. I THINK THAT'S ULTIMATELY SOME KIND OF LUXURY."

*-SEAN MACPHERSON*

west elm





MISSION  
STATEMENT

IT DOESN'T TAKE YOU LONG ONCE YOU ENTER YOUR GUEST ROOM TO REALIZE THAT WEST ELM HAS CREATED SOMETHING VERY DIFFERENT. THE PROPERTY SAYS, "WE HAVE THOUGHT ABOUT THIS, AND WE HAVE THOUGHT ABOUT YOU." THE LEVEL OF DESIGN AND THE PRODUCTS IN THE ROOMS ARE UNMISTAKABLY WEST ELM, BUT THESE PROPERTIES GO BEYOND FURNITURE. HERE YOU WILL RECEIVE AN EXPERIENCE THAT IS UNIQUELY CRAFTED BY WEST ELM, WHETHER YOU STAY AT ONE OF THE HISTORIC BUILDINGS THEY HAVE SAVED FROM DEMOLITION, OR ONE OF THEIR MAKER'S MOTELS, OR THEIR MORE SOPHISTICATED URBAN RETREATS, YOU WILL FIND THAT THEY ARE OFFERING EXPERIENCES YOU WANT TO COLLECT AND PLACES YOU WANT TO "STAY".

*Just another thing  
hanging over your head.*

WE STAY

WEST ELM HOTELS

URBAN | GETAWAY | MAKER'S MOTEL | SAVED







**THE CHALLENGE:**

Create a new hotel brand that simultaneously engages the public, innovates an industry, reflects the core values of West Elm and maintains a design aesthetic and spirit that truly speaks “West Elm”.

**THE SOLUTION?**

WE **STAY**- Boutique Hotels by West Elm

**A SERIES OF HOTEL TYPES BY WEST ELM INCLUDING:**

**MAKER’S MOTEL**- Vintage roadside motels redesigned as creative getaways where local makers and artist teach classes and hold studio time. Guest rooms include creative studio spaces within.

**WE CONSERVED**- Historic properties saved from the wrecking ball by West Elm-Working in conjunction with the National Trust for Historic Preservation and their list of America’s most endangered and threatened buildings.

**URBAN HOTEL**- Our branded downtown retreats featuring West Elm products, Art Galleries and Retail components all sourced from the local creative talent. A design that is West Elm but also “of” each place.

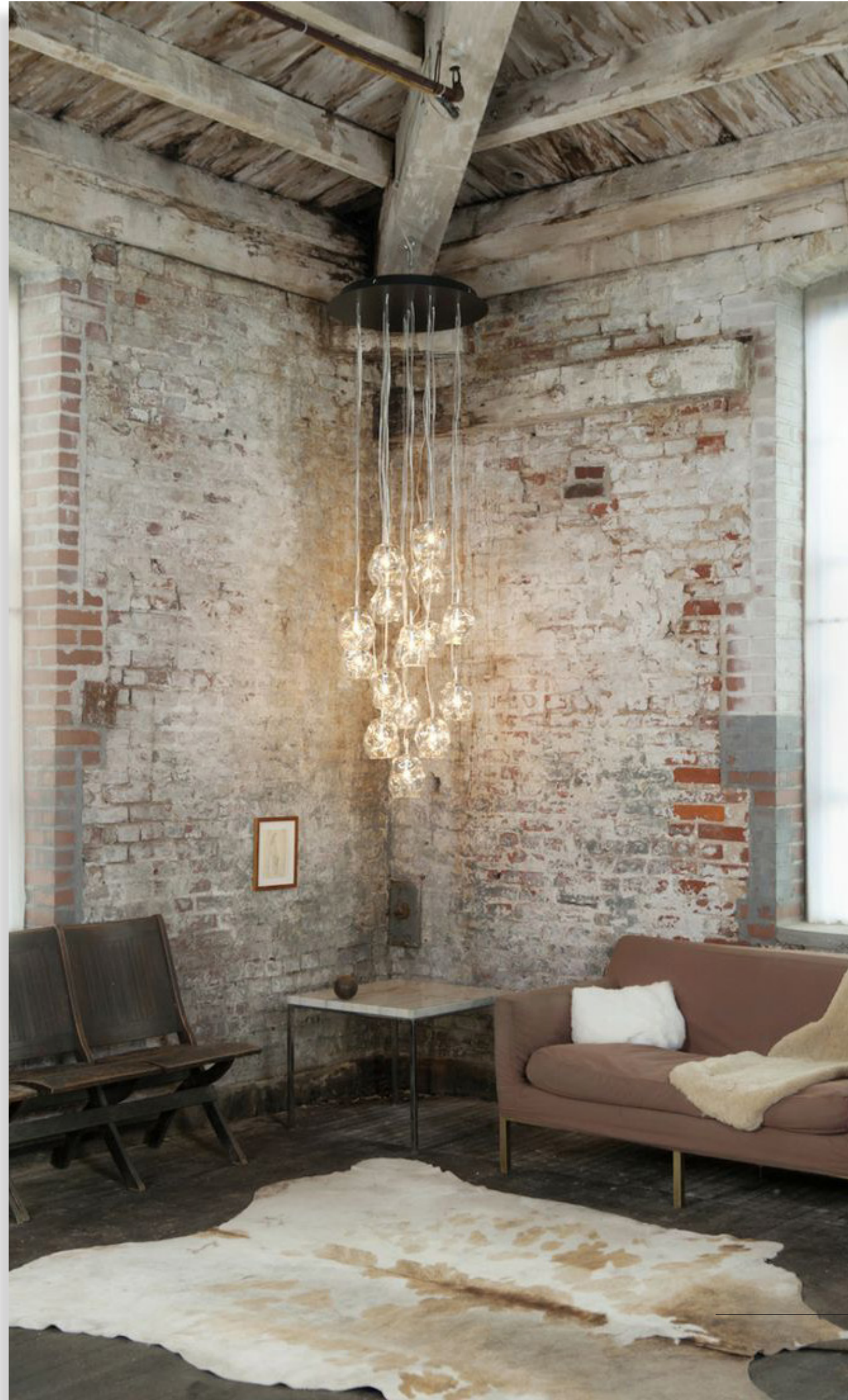
**GETAWAY**- Casual retreats, barefoot vacations and textural guest rooms featuring the products, art and talents of West Elm’s worldwide Design Partners.

**THE EXPERIENCE:**

More and more, luxury is being defined by experiences rather than things, by creativity and thoughtfulness over formula. At WE **STAY** we will offer our guests these unique experiences as only West Elm can.



















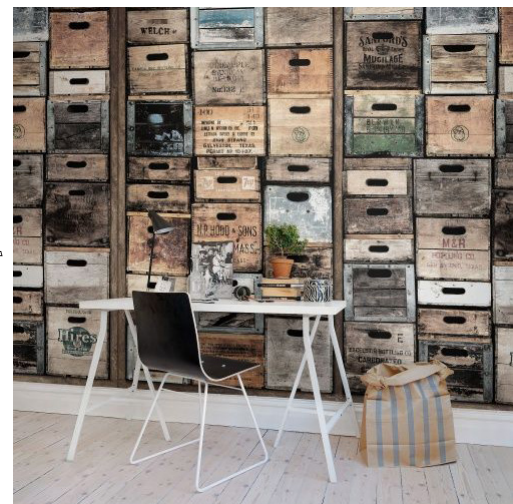
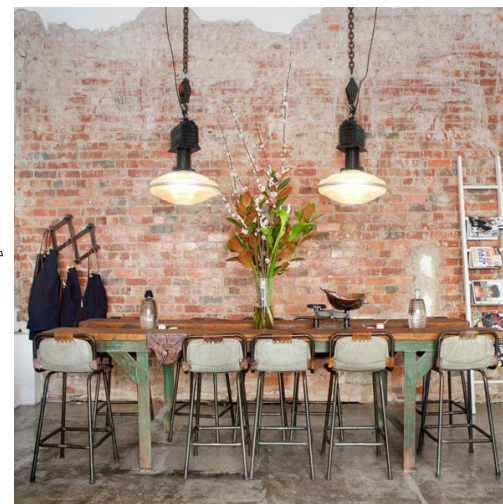
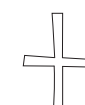


STYLE  
STUDY

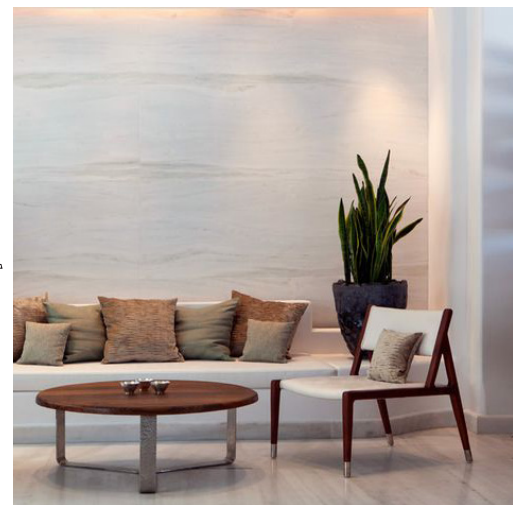
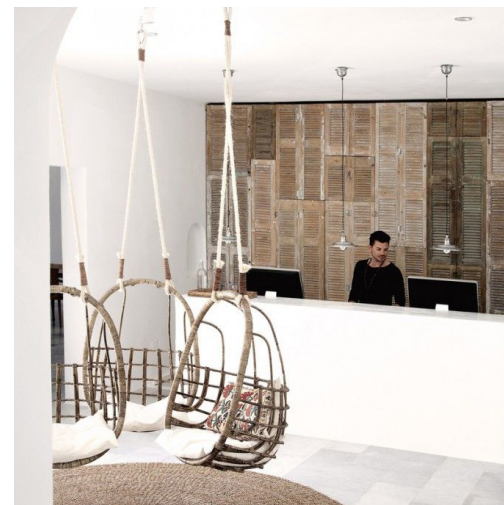
URBAN



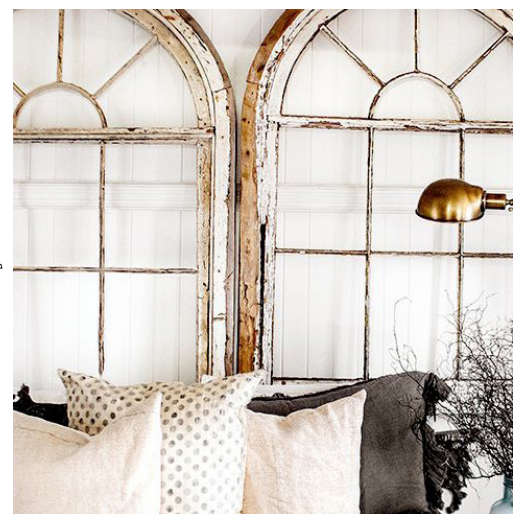
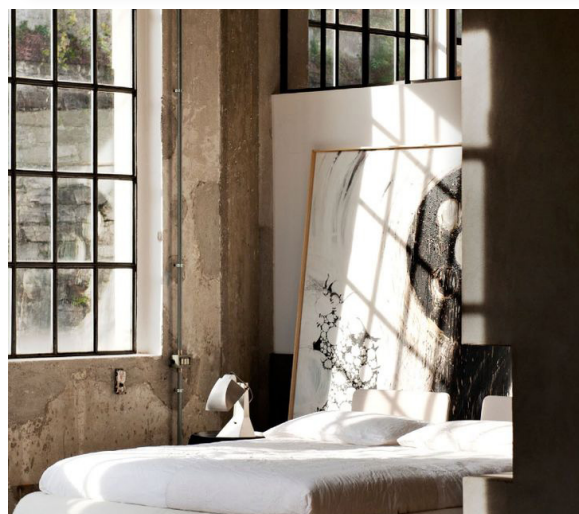
MAKER'S MOTEL



GETAWAY



CONSERVED





## WE STAY: WEST ELM'S "CONSERVED" HOTEL TO RECLAIM HISTORIC LANDMARK

CASE STUDY:  
CONSERVED

Much has been said about "GREEN BUILDINGS" these days. It's a vague concept to most everyday people and a tired marketing angle to those in the know.

So what does an environmentally and socially responsible company do? At **WE STAY** we believe the best way to Build Green is not to build at all: it's to **CONSERVE**.

**WE STAY** has partnered with the National Trust for Historic Preservation and has targeted properties across the United States that are listed on the "Most Endangered Places" list or are listed as "Threatened." **WE STAY** is working to save several of these properties by repurposing them as part of their portfolio. Often located in up and coming or forgotten neighborhoods, the renovation, salvage and reimagining of these properties will generate much anticipated new energy and commerce. The reuse of existing buildings reduces the strain on our environment and resources as well as preserving the heritage of our cities and communities. We feel it is a logical fit to our commitment to community and "keeping it local."





URBAN  
AFFAIRS

FEATURING LOCAL MICROBREWERIES



FOOD / CRAFT BEER



HOTEL  
AMENITIES

## HOTEL

### Spaces

OUTDOOR COURTYARD  
LOCAL ROASTER COFFEE BAR  
ROOFTOP LOUNGE  
NEIGHBORHOOD LOCATION  
WE MARKET - GENERAL STORE

### Services

NEIGHBORHOOD WALKING TOURS  
COMPLIMENTARY BICYCLES  
MULTI-LINGUAL STAFF  
HOTEL LIMO SERVICE - PRIUS STYLE  
GUEST PARKING

### Activities

YOGA STUDIO / WELLNESS CENTER  
SPA + SAUNA  
LECTURE SERIES  
CREATIVE CLASSES

## GUEST ROOMS

### Basics

WEST ELM LINENS  
LOCALLY SOURCED TOILETRIES  
REGIONAL FOOD STUFFS

### Comfort

HEATED BATH FLOORS  
SOUND CANCELLING WHITE NOISE  
WE SIGNATURE SCENTED PRODUCTS

### Connectivity

WIFI THROUGHOUT HOTEL  
APPLE TV  
CABLE / DVD  
SMART TV'S  
PLAYSTATION



WE STAY FEATURES LOCAL ARTISTS WHOSE STUDIO'S ARE WITHIN 100 MILES OF A WEST ELM HOTEL. ART IS FOR SALE + FEATURED WORK ROTATES FREQUENTLY.

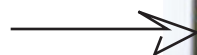


ART / MUSEUM

"WE ENVISION THE LOBBY NOT AS A STAGE SET BUT AS A LIVED-IN SPACE WITH AN INFORMAL ALMOST "FOUND" ELEGANCE, BASED ON OUR PROVEN ABILITY TO CREATE A FRIENDLY, HARMONIOUS ATMOSPHERE THAT BALANCES THE UNEXPECTED BEAUTY OF MARKETPLACE TREASURES WITH MORE UTILITARIAN DESIGN."

-JIM BRETT, PRESIDENT, WEST ELM

"LOCAL" RETAIL  
PROGRAM INCLUDES  
EXPANDED  
PRODUCTS  
FROM WEST ELM  
DESIGN PARTNERS



SHOPPING

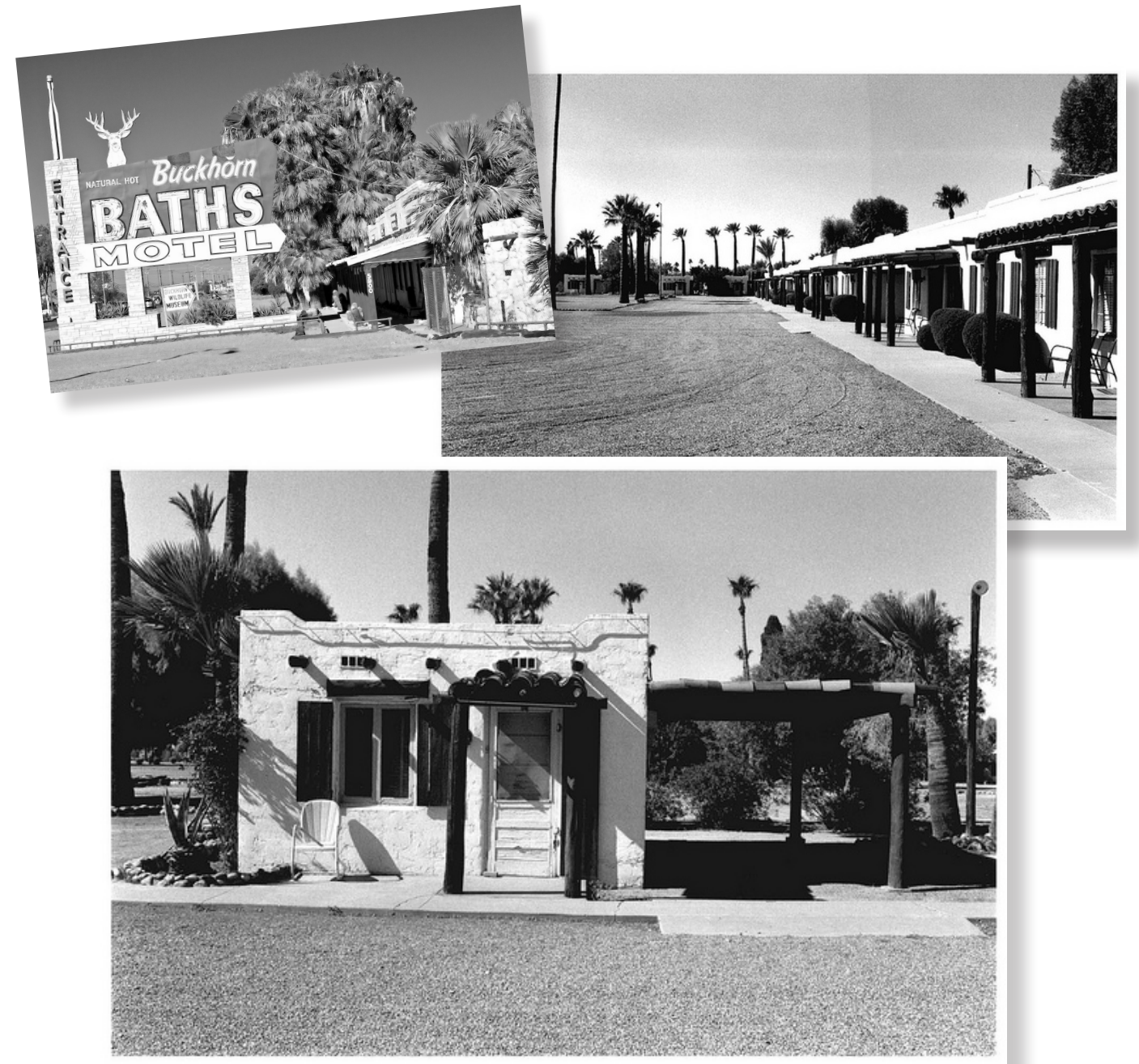


As the Maker's Movement continues to increase in momentum and visibility **WE STAY** - Maker's Motels will position West Elm as a leader in this burgeoning grass-roots, community-focused movement.

Offering classes, work-spaces, in suite art-studios, fireside lectures, and concerts from local musicians, the **WE STAY** - Maker's Motel will become the local hub for creativity and those intrigued by the Maker's Movement. Additionally, we will draw guests from far and wide interested in having an authentic learning experience. The grounds of the property will serve as the location for the quarterly local Maker's Fair. The fire pit and coffee shop, featuring West Elm Market's Brooklyn Roasters, will also feature farm to table foods and produce, beer from local micro-breweries, and spirits developed in local distilleries. Using these properties as hubs for innovation and creativity, West Elm will be enriching the local community, nurturing up-and-coming artists and Makers, and furthering our commitment to creativity, community and the heritage of Made In America.



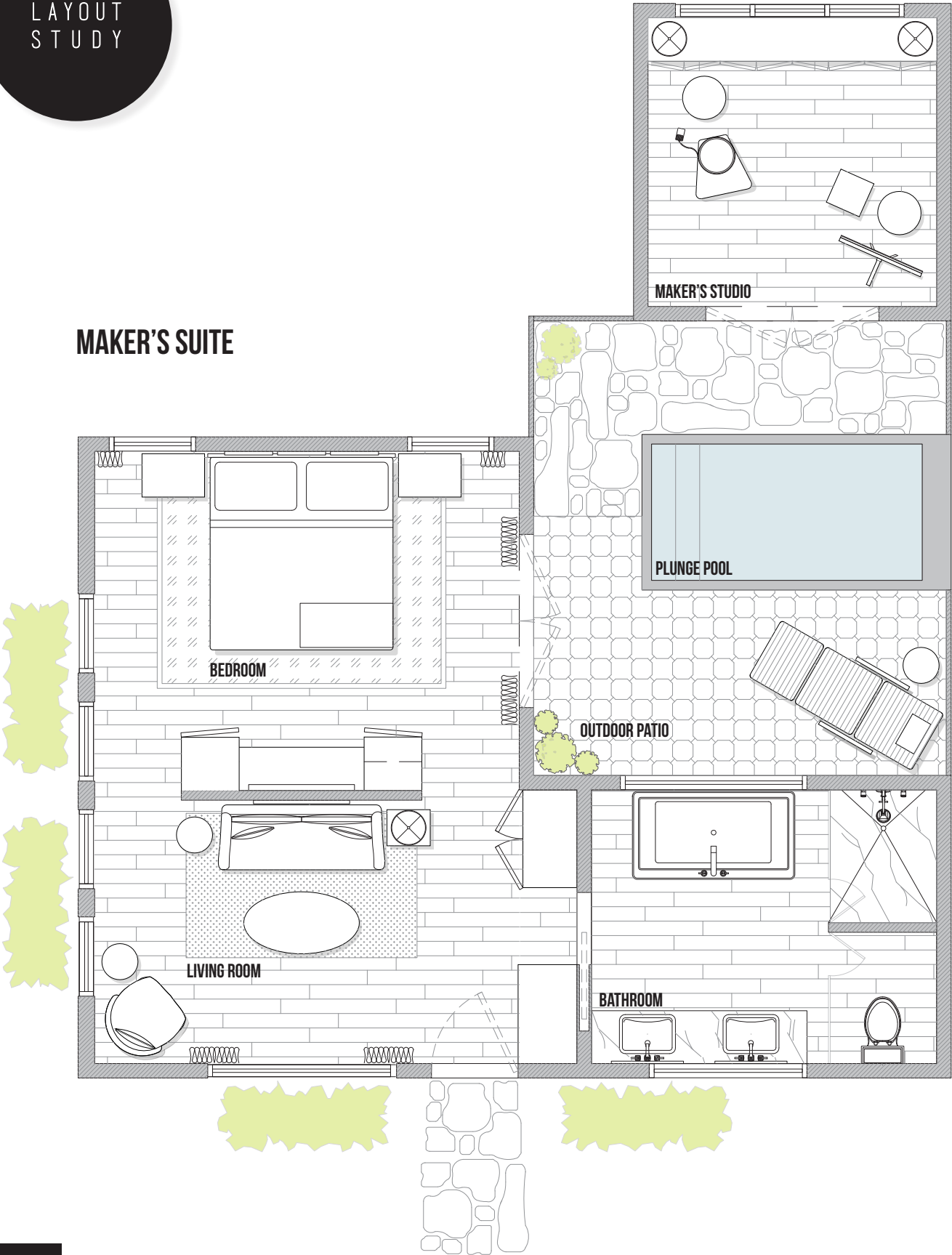




Opened in 1939 by Ted and Alice Sliger, the Buckhorn Mineral Baths and Motel was a regional favorite in the southwest and famously attracted major league baseball teams during spring training alongside countless other celebrity visitors. The property boasts a large commune swimming pool, poolside patio, a mineral-rich bathhouse and a cold plunge pool. The town of Mesa, Arizona is also known in the area as a local artist community and hub for regional foods and bakeries. Art Fairs in the fall are located just down the street, and people from all over the southwest come to experience the local amphitheatre. The property operated for 60 years until 1999, when they shut their doors to the public. It is now regarded as one of the most important and endangered examples of midcentury roadside architecture in the country. This property has a chance to be creatively restored and would make a perfect **WE STAY** Maker's Motel and spa resort.



MAKER'S SUITE





MAKER'S  
STUDIO



WEST ELM COLLABORATOR, STEVEN ALAN



BROOKLYN ARTISAN, AUDREY LOUISE REYNOLDS



TEXTILE DESIGNER, NATALIE GIBSON



BROOKLYN BASED KNITWEAR DESIGNER, LINDSAY DEGAN

\*THE WORKSPACE OF 14 LEADING CREATIVE MINDS - TODD SELBY

THE  
WORKSPACE  
FOR THE  
CREATIVES

ROOM  
TYPES

# STANDARD ROOM

TRAVELER LODGING

STANDARD DOUBLE QUEEN  
ACCOMODATIONS + PRIVATE  
OUTDOOR SHOWER

# APPRENTICE SUITE

A MAKER'S GETAWAY

EQUIPPED WITH A STUDIO  
WORKBENCH / KING BED  
SLEEPING ARRANGEMENTS +  
PRIVATE PATIO

# JOURNEYMAN SUITE

A ROOM FOR THE PAIR

KING BED / SPA BATH /  
PRIVATE PATIO + OUTDOOR  
SHOWER

# MAKER'S SUITE

CREATIVE WORKSPACE

KIND BED / SITTING AREA /  
KITCHENETTE / PLUNGE POOL +  
MASSAGE / CRAFT STUDIO

## UPCOMING WORKSHOPS + EVENTS

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
POTTERY CLASS: INTRO TO HANDBUILDING AND WHEEL	WORKSHOP: HOW TO FOLD A PERFECT TOWEL	YOGA IN THE COURTYARD	WORKSHOP: WEAVING	GROUP HIKE THROUGH LOST DUTCHMAN STATE PARK	YOGA IN THE COURTYARD	BRUNCH!
10AM - 12PM	10AM - 11AM	8AM - 9AM	9AM - 11AM	9AM - 1PM	8/AM - 9AM	10AM - 12PM
OPEN MIC NIGHT AT THE ARTISAN LOUNGE	INKEL LOOM WEAVING CLASS	COOKING CLASSES WITH LOCAL CHEF	SKETCHING IN CHARCOAL	POT LUCK BBQ	WOODBLOCK PRINTING	TAKE A TOUR OF LOCAL ARTIST WILLIAM BARHART'S STUDIO
8PM - 10PM	2PM - 3PM	1PM - 3PM	1PM - 2PM	5PM - 7PM	12PM - 1PM	1PM - 3PM
	#MYWESTELM: PHOTO EXHIBIT	INTRO TO ROBOTICS	DIY: MAKE YOUR OWN GEOMETRIC MODERN GARLAND	LIVE MUSIC: MEET US IN THE COURTYARD FOR SOME TUNES	DAY TRIP TO SCOTTSDALE	NOT YOUR MOTHER'S MACRAME
	5PM - 8PM	4PM - 5PM	10AM	8PM - 10PM	11AM - 6PM	4PM - 5PM
					JOIN LOCAL DJ POOL SIDE	
					9PM - 11PM	

EVENING CAMPFIRE - S'MORES ARE COMPLIMENTARY  
STARGAZING AT THE SALT RIVER RESERVATION EVERY WEDNSDAY EVENING 8PM - 10PM



**“RESPECTFUL OF A CITY’S LOCAL MAKER HERITAGE WHILE MINDFUL OF THE TECHNOLOGICAL AND PRACTICAL NECESSITIES OF MODERN LIFE, THE WEST ELM LOCALIZED LOBBY IS A LIVING, BREATHING “UNFINISHED” ENVIRONMENT THAT ADAPTS TO ANY REGION AND AGES GRACEFULLY.”**

- JIM BRETT, PRESIDENT, WEST ELM





# WE STAY

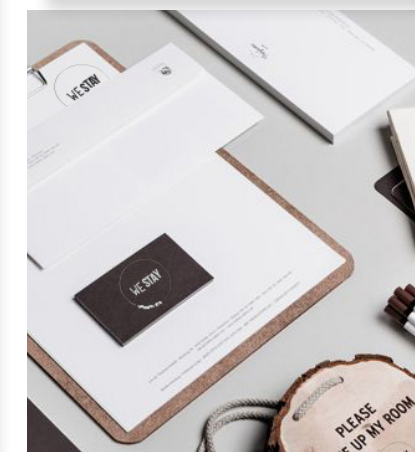
- WEST ELM HOTELS -

WE STAY BRANDING + SIGNAGE



LOCALLY SOURCED SOAP/  
SHAMPOO/CONDITIONER

FOR EXAMPLE, A WE STAY  
IN NASHVILLE, TENNESSEE  
COULD FEATURE LITTLE SEED  
FARM SOAP AND SKINCARE  
PRODUCTS





# WE STAY

WE STAY BRANDING + SIGNAGE

- WEST ELM HOTELS -



LOCALLY SOURCED  
PRODUCTS

MEET THE CHEF /  
COOKING CLASSES /  
RECIPE SWAPS



DO NOT DISTURB:  
A MAKER'S BUSY  
AT WORK









V I S I T B O U T I Q U E  
G U E S T U R B A N  
A C C O M M O D A T E H O T E L  
E X P L O R E T R A V E L E R  
G E T A W A Y M O T E L  
R E S T S E E  
R E T R E A T E X P E R I E N C E E X P L O R E