

THE STANDARD TIMES

Reworked V Palm Springs lodge will open in March — simply in time for Coachella

<http://www.salemstandard.com/remodeled-v-palm-springs-hotel-will-open-in-march-just-in-time-for-coachella/7074/>

The Standard Times says:

With just 140 rooms, V Palm Springs will be the desert city's newest boutique hotel when it opens in March in time for the and Stagecoach music fest crowds.

The is at 333 E. Palm Canyon Drive, the former Curve Palm Springs Hotel & Resort. The \$15-million renovation of the two-story Modern building from the 1960s gains a "signature chevron motif" (which hints at a butterfly roof, from the looks of the renderings) and a "catering to your every whim" vibe.

The gray and white exterior is cement, wood and oak; rooms are said to feature earth tones with accents that pay tribute to the local Cahuilla Indians. Expect to see decorative wall hangings, dreamcatchers and macrame works inside.

Each room has a work desk and private balcony or patio with porch-style swings. Common areas include a poolside bar, 70-seat restaurant and a fire pit, all within the backdrop of the San Jacinto Mountains.

Morning yoga, music events and a hammock garden are also part of the plan. Room rates will start at \$300 a night.

The property is owned by lawyers Mark Geragos and Brian Kabateck, and will be managed by Filament Hospitality.