

# The Desert Sun

## V Palm Springs to Join Hip Hotel Crowd

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### The Desert Sun says:



The Curve Hotel in Palm Springs is well on its way to a new life that will attract millennial-age and other discerning travelers with a setting that is stylish, casual and elegant all at once.

“I really think it’s going to be a great property when we’re done. It’s going to have this great appearance from the street. The rooms are going to be completely redone... Plus, a larger pool area, a pool bar, nicer restaurant,” remarked Brian Kabateck, a Los

Angeles attorney, and one of the hotel’s new owners. “So, it’s going to have a lot of nice features for people.”

Kabateck and Mark Geragos -- also an attorney known for representing celebrity clients like Winona Ryder, Michael Jackson, Nicole Richie and singer Chris Brown – bought the property about a year ago.

It’s set to reopen in mid-February following a \$15 million renovation. “We gutted everything. I mean, the rooms are really to the frame,” said Marie-Helene Morowati, who will serve as the hotel’s general manger. (Readers may recall Morowati was the long-time general manager for the Viceroy Palm Springs until that property was rebranded as the Avalon.)



The Curve's new name – and brand – will be V Palm Springs. It will be managed and operated by Filament Hospitality, a San Francisco-based boutique hotel management company with properties in key leisure travel destinations like Jackson Hole, Wyoming; Maui and Waikiki, Hawaii; Calistoga, Lake Tahoe, Portland, Ore.; Park City, Utah.

When V Palm Springs opens it will feature 140 rooms – down from The Curve's 157 rooms – a 70-seat restaurant, a redesigned second swimming pool with a pool bar along with spa and meeting space services.

And by taking a mostly budget hotel property – The Curve was previously operated as a Travelodge – the V takes a cue from other nearby hotels like the Ace Hotel & Swim Club and The Saguaro Palm Springs. Both are renovated 1950s-era national brand motels that in the last several years underwent significant renovation and service upgrades.

"It's going to be in a 3.5 to 4 star level," Ingrid Summerfield, president of Filament Hospitality, said of what guests can expect from the V Palm Springs' service level.

"Like the Ace, like the Avalon, like the Colony Palms. It's like all of those properties that are in that 3.5 to 4 star level," she added. "It is a full-service property with restaurant and room service and pool service, and meeting and spa services."



Spring rates are expected to start at \$300 per night, with introductory rates available, according to a company press release.

V Palm Springs will be Filament Hospitality's ninth hotel in the U.S. with more debuts slated for 2016.

Guests will enter their rooms through "exotic garden courtyards." The rooms are about 260 square feet and fit on the existing guestroom footprint, although the bathrooms have been enlarged. The larger bathrooms will feature glass showers, teak vanities with white quartz counter-tops and oil-rubbed bronze hardware.

The hotel boasts American-made decorative arts such as wall hangings, dream catchers and macrame as well as custom furnishings by Len Cotsovolos.

Both the interior and exterior spaces play homage to the native Cahuilla Indians, spiritual symbols such as feathers and snakes influence the property's design. The hotel's contemporary design reflects the traditional desert culture, which is re-envisioned through the use of materials like concrete, wood and fumed oak — all warmed with textures, tribal patterns and accents of colors. Calming interiors embrace earth tones and a monochromatic color palette with flavors of the Southwest.

"We're creating great concepts that are steeped deeply in the destination, but the design elements and the service elements are what makes it unique, and provide an incredible guest experience," Summerfield said.

"You give a brand or guest experience that is holistic, that is harmonized. And they understand in the first two minutes, what is the property about? What's my experience and there's nothing dis-harmonizing in it," she added.