

LOBBY ARTWORK WILL ESTABLISH A SENSE OF PLACE FOR A BOUTIQUE HOTEL IN PORTLAND

In 2011, Marriott International entered into a joint venture agreement with Spain-based AC Hotels to manage and franchise AC Hotels' brand across Europe and Latin America. A by-product of this pact has been the opening of five AC Hotels in the U.S.—in New Orleans (in November 2014), Kansas City, Mo., Washington D.C., Chicago, and Miami Beach, Fla. Marriott intends to open 50 more AC Hotels in the U.S., one of which is scheduled to debut in Portland, Ore., in December 2016.

"Marriott has been going through a learning curve" in adapting AC Hotels to American customers' tastes, says Michael Everett, Chief Investment Officer for Sage Hospitality, which, along with the property management firm McWhinney, will own and manage the 13-story, 204-room Portland AC Hotel.

Marriott invited this project's Building Team—which included SERA Architects and Mortenson Construction, which has completed 99 hospitality projects in North America—to tour several AC Hotels in Spain. Lisa Zangerle, Director of

Hospitality for SERA, visited nine ACs, and noted how the newer versions are more sophisticated, with a distinct identity.

AC Hotels are known for lobbies that "feel like the local neighborhood," says Everett. They are often adorned with artwork. For the Portland property, McWhinney hired a local art consultant who selected the pieces that are on display, says Chad McWhinney, his firm's CEO.

The rooms in Portland will be a little smaller than other AC Hotels. "The thinking is that younger guests will be spending more time in the lobby and neighborhood," explains Jeff Madden, General Manager of Mortenson's three-year-old Portland office. He confirms that the AC Hotel's "modern, cleaner design" is meant to complement the artwork.

Another big focus of the Portland AC Hotel, says Madden, is its bar. This hotel doesn't have



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the space for a restaurant, but dining options will include European-inspired breakfasts, a lounge offering small plates and cocktails, and Stumptown Coffee, a popular local brew. The hotel will offer a 24-hour fitness center and 1,220 sf of media salons for small groups.

Madden estimates that the design and construction cost about \$40 million. All SERA hotel projects target LEED certification, with a particular emphasis on wellness, says Zangerle.

—John Caulfield, Senior Editor