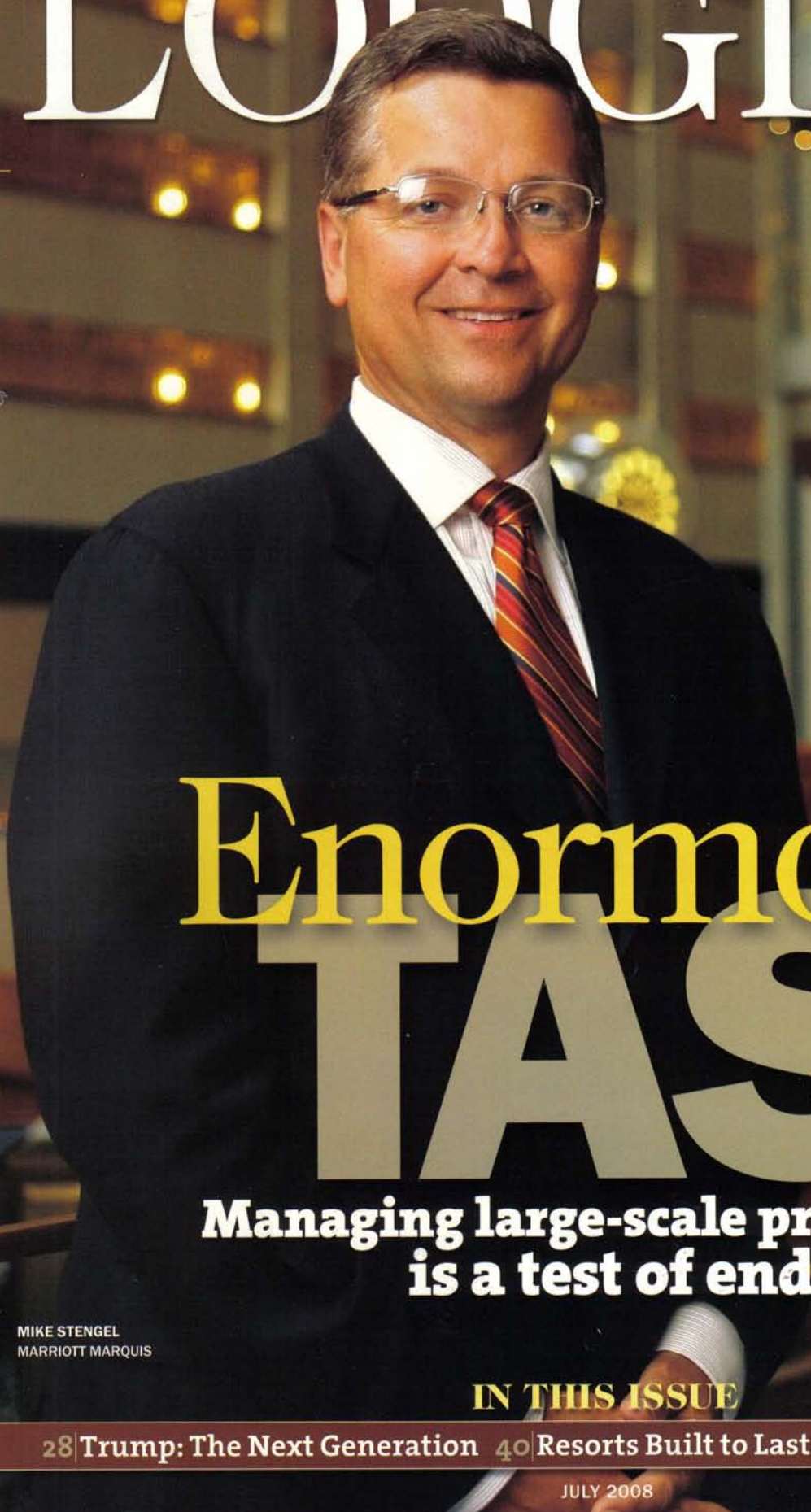


LODGING



Enormous TASK

**Managing large-scale properties
is a test of endurance.**

MIKE STENGEL
MARRIOTT MARQUIS

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JULY 2008

AT FIRST GLANCE

OPENINGS

PROPERTY: **The Curtis**

LOCATION: Denver, Colo.

OPENED: April 2008

ROOMS: 336

MANAGEMENT: Sage Hospitality

There's a singular celebration of pop culture, style and fun under way in Denver—and guests of The Curtis are invited to play along. Located in the heart of the city's Theatre District, the independent boutique hotel is a tribute to American pop culture. Its grand opening on April 19—Bart Simpson's birthday—was no coincidence. The playful pace gets going in a hurry as guests are greeted in the lobby by interactive video art by Denver artist Gary Emrich. In the lobby, a Five & Dime store sells Orange Crush soda, Etch-A-Sketch games and Lemonheads candy. There is also a Lite-Brite art installation by local artist George Scheer. All around the lobby are striking contemporary furnishings. The frivolity of The Curtis' ground floor is just a prelude to what's to come. Each of 13 guest floors portrays its own theme through pop art installations, including the Big Hair Floor, the TV Mania Floor and Dun Dun Dunnnn! (the hotel's ominous 13th floor), where images of Jack Nicholson in *The Shining* and a vintage vacancy notice from the Bates Motel cast a chilling scene. All the fun isn't to say there isn't room for work. The hotel features meeting spaces and all of the business and leisure amenities expected from a first-class hotel.

