



MEDIA CONTACT: Kelly Earnest
Director of Public Relations
901-529-4000
kelly.earnest@peabodymemphis.com

THE PEABODY MEMPHIS UNDERGOES MULTI-MILLION DOLLAR GUESTROOM RENOVATION

MEMPHIS, TN – December 7, 2013 – The Peabody Memphis is currently undergoing a major renovation/restoration of all of its 464 guestrooms and suites. The multi-million dollar project will be completed in January 2014.

In keeping with the hotel's historic nature, the rooms were designed to feel timeless through a mix of traditional and transitional décor and modern accent pieces. The color palette for the King rooms includes lavender walls, custom-designed Axminster beige carpets with a brown scroll pattern, with plum, magenta and light green accents. The Double and Queen rooms have pale blue walls, with aqua and light green accents.

The furnishings are a complementary combination of traditional upholstered furniture with both antique and modern elements. The wood furniture pieces are medium walnut and dark ebony with polished chrome, antique silver and bronze details, and crystal drawer pulls. Meanwhile sculptural-shaped headboards with inset reading lights, sculptural lamps, crystal and polished chrome chandeliers, and geometric accent mirrors provide a contemporary balance.

In addition to capturing the traditional character of The Peabody, the guestroom design also subtly incorporates prominent features of the hotel's public spaces. For example, the colorful pattern of the custom-designed carpets in the guestroom corridors draws its inspiration from the iconic stained glass ceiling in the Grand Lobby. Also, the world-famous Peabody Ducks served as a muse for artwork and paintings of landscapes and ducks and feathers.

Special attention is being paid to the hotel's suites to set them apart from the regular guestrooms with completely different design concepts and color palettes for the four Celebrity Suites and the Presidential Suite. In addition to neutral colors like cream, beige, and taupe, the Celebrity Suites

-MORE-

Page 2 / The Peabody Undergoes Guestroom Renovation

will feature peacock and cerulean blues while the Presidential Suite will have soft orange and light green accents. The four Romeo & Juliet Suites will feature similar colors to the regular rooms, but different furnishings to complement the unique design of their two-story parlors and black and white marble floors.

Aside from a completely new design and look for the rooms, there will be a few less noticeable, but equally important, changes: all new windows, doors, and key card locks. The 880 new windows are historic-reproductions of the hotel's original 1925 windows, but more energy efficient, sound proof, and allow in more natural light. The windows and the new solid wood guestroom doors will work together to reduce exterior noise while the new key card locks are Saflok Quantum RFID card readers offer a highly secure tamper-proof design.

Hirsch Bedner Associates of Atlanta, GA, is the design firm for the project while the contractor is York Construction Services, LLC of Memphis, TN. HBA is a world class design firm whose past work includes many high profile luxury and historic hotels around the world, including renowned U.S. hotels such as The Beverly Hills Hotel, CA; The St. Regis Atlanta, GA; The Sanctuary at Kiawah Island, SC; Mandarin Oriental, New York, NY; The Ritz Carlton, Fort Lauderdale, FL; Hyatt Regency Grand Cypress, Orlando, FL; Encore Resort Wynn Las Vegas, NV; and the Jumeirah Essex House, NY.

###