



## Denver's JW Marriott completes more than \$5 million in upgrades

*Hotel's 196 "naturally refined" guest rooms redesigned by David Ashen, 700+ works by Colorado artists commissioned*

Denver, Colo. (May XX, 2011) – The [JW Marriott Denver Cherry Creek](#) is pleased to announce that it has completed a renovation of its 196 luxurious guest rooms, capping off more than \$5 million in upgrades to the 7-year-old Denver hotel, including the commission of more than 700 works of art by Colorado artists.

Created by renowned designer David Ashen – who calls the look “naturally refined” - the JW Marriott Denver's guest rooms showcase the idea of an updated Denver Bungalow, a modern twist on the timeless Craftsman design found throughout Denver. The color palate features dark blues, with hints of magenta and orange for a contemporary vibe. New carpet in the public corridors features the Colorado state flower - the Columbine - in an abstract design.

“We tried to capture the urban sophistication of Cherry Creek while also playing up the unique relationship that Denver has with the outdoors,” said Ashen. “I think we created a really calming and polished environment.”

Each of the JW Marriott Denver's 196 guest rooms, which all feature exquisite four-piece marble bathrooms, as well as the hotel's 8,400 square feet of meeting space and the Concierge Guest Lounge, feature new furniture, carpet, wall coverings and accessories. Other recent property enhancements include a new state-of-the-art Fitness Center and upgrades to the hotel's Business Center.

The JW Marriott Denver also now features more than 700 pieces of original art created by local Colorado artists, including photographer Mark Sink, mixed media artist Sabin Aell, painter Ian Fisher, sculptor Tsehai Johnson and sculptor Pard Morrison. The works were curated by respected art advisor Paige Powell, former associate publisher of Andy Warhol's *Interview* magazine. Powell has curated shows for Jean-Michel Basquiat and Julia Galan and contributes to *Paper Magazine*.

To help celebrate the new works featured throughout the hotel and Cherry Creek North's vibrant arts scene, the JW Marriott Denver has created the **Embrace Cherry Creek Arts package**, which includes a \$50 Cherry Creek North gift card that can be used at any neighborhood gallery or to create your own work of art at the nearby Canvas & Cocktails studio.

Starting at \$255 per night, the Embrace Cherry Creek Arts package includes:

- Accommodations in a newly renovated guest room
- A \$50 Cherry Creek North gift card.
- Two cocktails at Second Home Kitchen + Bar
- A Cherry Creek North Art guide featuring a map of the neighborhood's 18 unique art galleries
- Valet Parking

The JW Marriott Denver - the only Denver property to be featured on *Condé Nast Traveler's 2011 Gold List* – is home to the acclaimed Second Home Kitchen + Bar. The hotel also features two outdoor Jacuzzis, complimentary wired and wireless Internet, 24-hour room service and the adjacent Spa at Cherry Creek, which offers a wide variety of treatments and a full-service salon.

To book the Embrace Cherry Creek Arts package or for more information, please visit [www.jwmarriottdenver.com](http://www.jwmarriottdenver.com) or call 866-706-7814. The package is available Friday-Sunday nights (Sunday requires a Saturday stay over) until Sept. 5, 2011; booking code ZJL.

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