



## NEWS

### **Hot Openings: Peruvian hotel celebrates local culture**

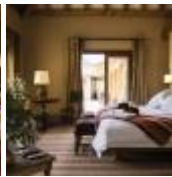
Look at any cool hotel today, and chances are you will see the words "sustainable" and "local" somewhere in its mission statement. So, for any property looking to stand out in that space, some creativity is a must. Putting a fresh spin on those themes can mean taking them to the extreme of "black hole" resorts, or it can mean putting an urban edge into the design.

For Inkaterra Hacienda Urubamba, Inkaterra CEO Jose Koechlin and his wife, Denise Guislain-Koechlin, decided to take a "best of both worlds" approach. Pre-Columbian textiles draw attention to the area's history, and local furniture grounds the 12-room hotel (which also boasts a 10-acre/4-hectare organic plantation) firmly in the Sacred Valley of the Incas.



**Rich textures make a statement.**

However, clean lines and neutral tones bring the feel up to date. Striped textiles contribute a brighter note. Consider this a case study in crafting a chic, local identity for a property with a unique eco-friendly mandate. How's that for synthesizing trends into effective design?



Link to story: <http://www.hotelsmag.com/Industry/News/Details/58320?loginSuccess>