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PROVENANCE HOTELS TO OPEN HOTEL THEODORE IN SEATTLE IN FALL 2016

Design and programming will celebrate Seattle tradition of makers, builders, artists and craftsmen.

March 30, 2016 – SEATTLE – A landmark will be reborn this fall when the Hotel Theodore opens in the heart of downtown Seattle. Located at the intersection of 7th Avenue and Pine Street, six blocks from the city’s legendary Pike Place Market, Hotel Theodore will inhabit a building whose iconic rooftop sign has long been a neon beacon in Seattle’s skyline. Fresh off the successful launch last year of the Old No. 77 Hotel & Chandlery in New Orleans, Portland-based Provenance Hotels will open the 151-room Hotel Theodore this fall. Designed by Seattle-based Susan Marinello Interiors, Hotel Theodore will offer travelers a refined, inspiring urban escape that is engaged and integrated with Seattle’s vibrant creative and entrepreneurial community. In keeping with Provenance Hotels’ commitment to art and locality, Hotel Theodore will showcase a collection of works that pay tribute to Seattle’s pioneering spirit and will highlight the city’s long tradition of makers and craftsmen with innovative collaborations and amenities.

Constructed in 1929, the building that will house Hotel Theodore was conceived by local visionaries and built by the Pacific Northwest’s finest suppliers, artisans, and skilled labor. Its opening more than 85 years ago as the Roosevelt Hotel was cause for great civic pride. In the ensuing decades, under the glow of the building’s iconic “Roosevelt” sign, Seattle evolved from the epicenter of the Pacific Northwest’s maritime and forestry industries to a cradle of innovation that has invented and reinvented aviation, computers, retail and hospitality on a global scale. When Hotel Theodore opens this fall, the building’s iconic sign and striking 21-story exterior will remain but, inside, guests will find an entirely new hotel experience – one attuned to the needs, desires and dreams of modern travelers.

“Seattle is a city that has always looked to the future, reached farther and flown higher – we are delighted to continue to be a part of that tradition with the creation of Hotel Theodore,” said Gordon Sondland, CEO of Provenance Hotels. “Seattle is booming, we believe in the city and are excited to reimagine this landmark building as a new hotel that is smart, refined and upscale but also unpretentious and practical – just like Seattle itself.”

Hotel Theodore takes its name from Theodore Roosevelt, the 26th president of the United States, who, as America’s first conservationist president, embodied many Seattle values from his commitment to environmental protection to his practical, hands-on approach and penchant for boundary-pushing exploration. Like many in Seattle, he was both a thinker and a doer. Hotel Theodore will honor these ideals by developing collaborations and partnerships with local artists, purveyors, and entrepreneurs who embody the city’s maker and builder tradition.

“Our goal is to connect guests of Hotel Theodore with Seattle’s unique heritage at the frontier of the nation and the forefront of innovation while highlighting the Seattle makers and visionaries that are forging the future of our increasingly global world,” added Bashar Wali, President of Provenance Hotels.

The perfect place to stay in Seattle for work or play, Hotel Theodore is located just steps from the Washington State Convention Center, within easy walking distance of Capitol Hill and a short monorail ride from Seattle Center where the Space Needle, EMP and other attractions abound. Guest rooms will welcome travelers with a light, airy design that allows the building’s dramatic views of the city and Puget Sound to shine. The interior design highlights natural materials that evoke the destination while striking a refined, contemporary tone with a palate of cool blues, warm camel and rich navy. All guest rooms will feature Provenance Hotels’ signature Sealy Black Label Napa mattresses, eco-friendly bath products from Lather and practical amenities that provide the modern necessities plugged-in travelers require including flat-screen TVs, docking stations and complimentary Wi-Fi. Provenance Hotels’ signature pillow and spiritual menus and much-lauded pet program will also be implemented at Hotel Theodore.

When the hotel opens in the fall, it will feature a second floor gym and 2,415 sq. ft. of meeting space for receptions, casual get-togethers and formal meetings. Food and beverage offerings will be announced at a later time.

For more information about Hotel Theodore, visit www.hoteltheodore.com the hotel on Instagram and Twitter @TheodoreSeattle and Facebook at www.facebook.com/HotelTheodoreSeattle.

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About Hotel Theodore

Located in the heart of downtown Seattle’s retail core – just six blocks from Pike Place Market and half a block from the Washington State Convention Center – the 151-room Hotel Theodore is a refined, upscale urban boutique hotel inspired by Seattle’s long tradition of makers, builders, and doers. Hotel Theodore can be found online at www.hoteltheodore.com.

About Provenance Hotels

Headquartered in Portland, Ore., Provenance Hotels develops award-winning urban boutique hotels with a distinct and deeply integrated art story. The portfolio includes Hotel deLuxe, Hotel Lucia and Sentinel in Portland, Ore., Hotel Max in Seattle, Wash., Hotel Murano in Tacoma, Wash., the Old No. 77 Hotel & Chandlery in New Orleans, LA., and Hotel Preston in Nashville, Tenn. Provenance Hotels can be found online at www.provenancehotels.com.