

DESIGN HOTELS™

PRESS RELEASE



Two Proper Darlings

Austin Proper Hotel and Hotel June welcome with open doors

Berlin, October 15, 2020 – As some of the most prolific players in the game, the Proper team has not slowed in their quest to launch incredibly vibrant projects at a time when the industry needs them most. And it's little wonder that they looked to Austin for their first project outside of California, where, at the Austin Proper Hotel you'll find a laid-back hub drenched in 300 days of sunshine a year. Not to be outdone by this Texan beauty, the group's newest darling Hotel June holds it own on the Westside of LA—and has quickly become a hip oasis in the city of angels.

www.designhotels.com/austin-proper-hotel/ www.designhotels.com/hotel-june/

Austin Proper Hotel

Set amid the buzzing commercial and cultural creativity of the 2nd Street District, Austin Proper Hotel emerges as the neighborhood's hottest new landmark housed within a contemporary 32-story high-rise. In charming contrast to the modernity of the new-build construction, the design concept of Austin Proper Hotel draws inspiration from the area's historic, Craftsman-style architecture. Conceived by international design tastemaker Kelly Wearstler, the interiors incorporate Art Nouveau and Arts and Crafts motifs, alongside traditional joinery techniques, textures, and materials. Upon entering the lobby, guests are greeted

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by an imposing wooden staircase covered in vintage carpets and dotted with pots by local ceramicist Rick Van Dyke, while an oversized light feature pays homage to Austin's iconic neon signs. Locally-sourced elm wood abounds throughout the hotel's public spaces and guestrooms, creating a sense of timeless warmth and intimacy within the contemporary bones of the building.

The 244 rooms and suites are defined by an eclectic mix of ceramics and artwork, including tchotchke trays, hand-raked cabinet inlay tiles commissioned from Van Dyke, and intricate string wall art by Magda Saveg. The use of hardwood flooring and travertine sourced from Texan quarries creates an organic backdrop to tactile furnishings designed by Wearstler and luxurious beds covered in Fili D'oro and Bellino linens. Marble-clad bathrooms are illuminated by metallic sconces and feature spacious rain showers, amenities by Aesop and exclusive bathrobes from Kelly Wearstler x Parachute Home. In keeping with Proper's commitment to what's good on local ground, the hotel's food and beverage concept was created in collaboration with McGuire Moorman Hospitality, the team behind iconic neighborhood restaurants such as Elizabeth Street Café and Clark's. The ground-floor Peacock Mediterranean Grill serves dishes inspired by Israeli and Turkish classics, while the poolside La Piscina is a Mexican-inspired restaurant and terrace complete with wood-burning grill and raw bar. A fifth-floor rooftop pool deck offers the ultimate in chic urban relaxation with panoramic city views and small-batch tequila on tap.

Further strengthening their community impact—especially in light of Covid-19—the team is offering *Industrious at Proper*, a program which sees suites turned into fluid workspaces at the group's Austin, San Francisco, and Santa Monica locations. Additionally, a partnership with Swift Fit means weekly rooftop yoga sessions as well as the availability of complimentary bikes for guests.

Location

Austin Proper Hotel is located in the Seaholm District, set between Ladybird Lake to the south and Market District to the north in central Austin. The locale plays host to such attractions as Republic Square, the Austin Central Library, and Austin City Hall, while urban headspace can be found in the abundance of green space along both banks of the Colorado River.

Distance from Austin-Bergstrom International Airport: 14.4 km

Hotel June

The opening of Hotel June marks the next chapter in the inspiring narrative of Proper Hotels. Together co-founders Brian De Lowe and Brad Korzen have conceived a more approachable, value-focused embodiment of the Proper vision. Launched summer 2020, this hip Westside charmer marks the debut of a brand that will cater to travelers who seek design, dining, and community at an accessible price point. Occupying a 250-room mid-century building, the modern coastal aesthetic of Hotel June frames an immersive cultural experience thanks to collaborations with local creatives, artists, and artisans. With a culinary experience cooked-up by Steve Livigni from Scopa Italian Roots and a sublime ground floor pool deck, Hotel June is the requisite urban hangout that the Westside has been waiting for.

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Location

Hotel June's location on the Westside means a short, 5-minute drive to city's iconic coastline or into the heart of Silicon Beach, with the highly anticipated SoFi Stadium only 10 minutes away.

Distance from Los Angeles International Airport: 4.0 km

About Proper Hospitality

Proper Hospitality designs, brands, and operates high-end lifestyle hospitality experiences under its Proper, Avalon, and June brands. Each is a distinctive reflection of the vibrant community surrounding it, yet as a group they share a common belief in uncommon luxury, convenience of location, and world-class amenities provided by locally vetted innovators in food and beverage, technology, art, music, fashion and wellness.

Led by the visionaries behind the The Kor Group, the company currently manages Proper branded hotels in San Francisco, Santa Monica, and Austin, Avalon branded hotels in Beverly Hills and Palm Springs, as well as Hotel June on the Westside of Los Angeles. In addition to its latest openings in 2019 and an upcoming 2020 opening in Downtown LA, look to see the brand expand into new markets such as Portland, Miami, New York, Nashville, Denver and others. For more information, visit: www.properhotel.com



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Notes to Editors

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For additional information, please contact us via email press@designhotels.com or phone at +49 30-8849 400 70.

For reservations, please refer our website designhotels.com or find the appropriate Design Hotels™ toll-free number designhotels.com/toll-free-numbers.

About Design Hotels™

Design Hotels™ represents and markets a curated selection of over 330 independent hotels in more than 60 countries across the globe. More than a collection of hotels, the company is a collection of stories. Each property reflects the ideas of a visionary hotelier, an "Original", someone with a passion for genuine hospitality, cultural authenticity, thought-provoking design and architecture. Each "Original" stands for the individual, aesthetic and service-driven experience that his or her hotel provides.

In 2017, Design Hotels™ launched Further, a traveling laboratory for experiential hospitality that transforms hotels across the globe into temporal hubs of thematic exploration. The mission behind Further aligns with the values of the future-facing *Promad*, a new generation of traveler embracing progressive travel and global nomadism. First identified by Design Hotels™ in collaboration with leading futures consultancy The Future Laboratory, the purpose-driven, self-actualizing *Promadic* movement is set to shape the future of hospitality.

Founded by Claus Sendlinger in 1993, Design Hotels™ offers its members insightful travel industry knowledge, from market trend consultancy to international sales representation. The company has its headquarters in Berlin and branches in London, Los Angeles, New York and Singapore. Executive Board members are: Peter Cole (CEO), Serdar Kutucu (COO) and Sascha Wolff (CFO). In 2019, Design Hotels™ joined forces with Marriott Bonvoy, enabling its member hotels to have both a greater and more selective reach while offering its Community the benefit of the industry's leading loyalty program.

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