

FOR IMMEDIATE RELEASE



Noelle Wins Hospitality Design Magazine's HD Award for Upscale Public Space

*Makeready's Marquee Property in Nashville Receives Notoriety at
Hospitality Design Magazine's 15th Annual Awards*

DALLAS, Texas - June 10, 2019 - [Makeready's](#) Nashville hotel, [Noelle](#), received the 'Upscale Public Space' award at the 15th annual *Hospitality Design* HD Awards June 5, 2019 in New York City. A distinguished panel of industry professionals selected this year's finalists and winners from more than 1,000 entries.

Noelle is a reimagined 224-room hotel housed in the former home of one of downtown Nashville's first luxury properties, Noel Place. Located on the corner of Fourth Avenue and Church Street on historic Printers Alley, Noelle sets itself apart from other hotels on what has recently become known as "Boutique Row" by offering guests an authentic, considered experience curated by leaders of Nashville's thriving creative maker community. Noelle pays homage to the property's Art Deco roots and is listed on the National Register of Historic Places.

Nashville-based architects Nick Dryden of Dryden Architecture and Design (DAAD), Feltus Hawkins Design, and creative branding experts Peck & Company, led by Benji Peck, helped redesign the 13-story building. The teams masterfully preserved the historic hotel, while infusing it with renewed energy. Through their relationships, there are over 50 individual makers that contributed to the style and ethos of Noelle.

"The collaboration of architects, designers and makers past and present make this hotel a true gem in historic downtown Nashville," said Christine Magrann, COO of Makeready. "The integrity to originality and the follow-through of more modernized accents create a bond between the past and future."

A talented and accomplished panel of industry professionals were selected as this year's jury. For projects: Ave Bradley, creative director and global senior vice president of design, Kimpton Hotels & Restaurants; Alexandra Champalimaud, founder, Champalimaud; Jim Merkel, CEO, Rockbridge; Glenn Pushelberg and George Yabu, founding partners, Yabu Pushelberg; and Brad Wilson, president, Ace Hotel Group and Atelier Ace.

For more information about the 2019 HD Award winners, please visit hospitalitydesign.com. For more information about Noelle, please visit noelle-nashville.com.

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ABOUT MAKEREADY

Designed from the ground up to create truly independent hotel, restaurant, and retail brands with individual points of view, Makeready is a different kind of hotel operator, one that provides an opportunity for travelers to connect to the world around them, city by city and person by person. Makeready is committed to developing independent experiences that are an essential part of each community, cultivating deep, emotional connections across guests, teams, and local brands to create sustainable value for investors. Find us online at www.makereadyexperience.com or [Instagram](#).

ABOUT ROCKBRIDGE

Rockbridge has been investing in and building brands for nearly 20 years. The business has made 240 hotel investments in 38 states worth more than \$7.4 billion in capitalization. Rockbridge has been a prolific investor in the hospitality space and recently, delivered several new independent hotels similar to The Alida. These properties include Halcyon in Cherry Creek (Denver, CO), The Charter Hotel (Seattle, WA), Cliff House (Cape Neddick, ME), The Laylow (Waikiki, HI), The Adolphus (Dallas, TX), Noelle (Nashville, TN), and The Eliza Jane (New Orleans, LA) to name a few. Rockbridge's core strength comes from its collaborative team, innovative thinking, relentless curiosity, and focus on its culture. These attributes are among a strong set that have positioned Rockbridge as a leading investor and partner in the hospitality business. In 2018, Rockbridge was honored as the top, philanthropic company in Central Ohio based on employee size. Learn more at www.rockbridgecapital.com and [Instagram](#).

PRESS CONTACT

The Door: makeready@thedooronline.com | noelle@thedooronline.com