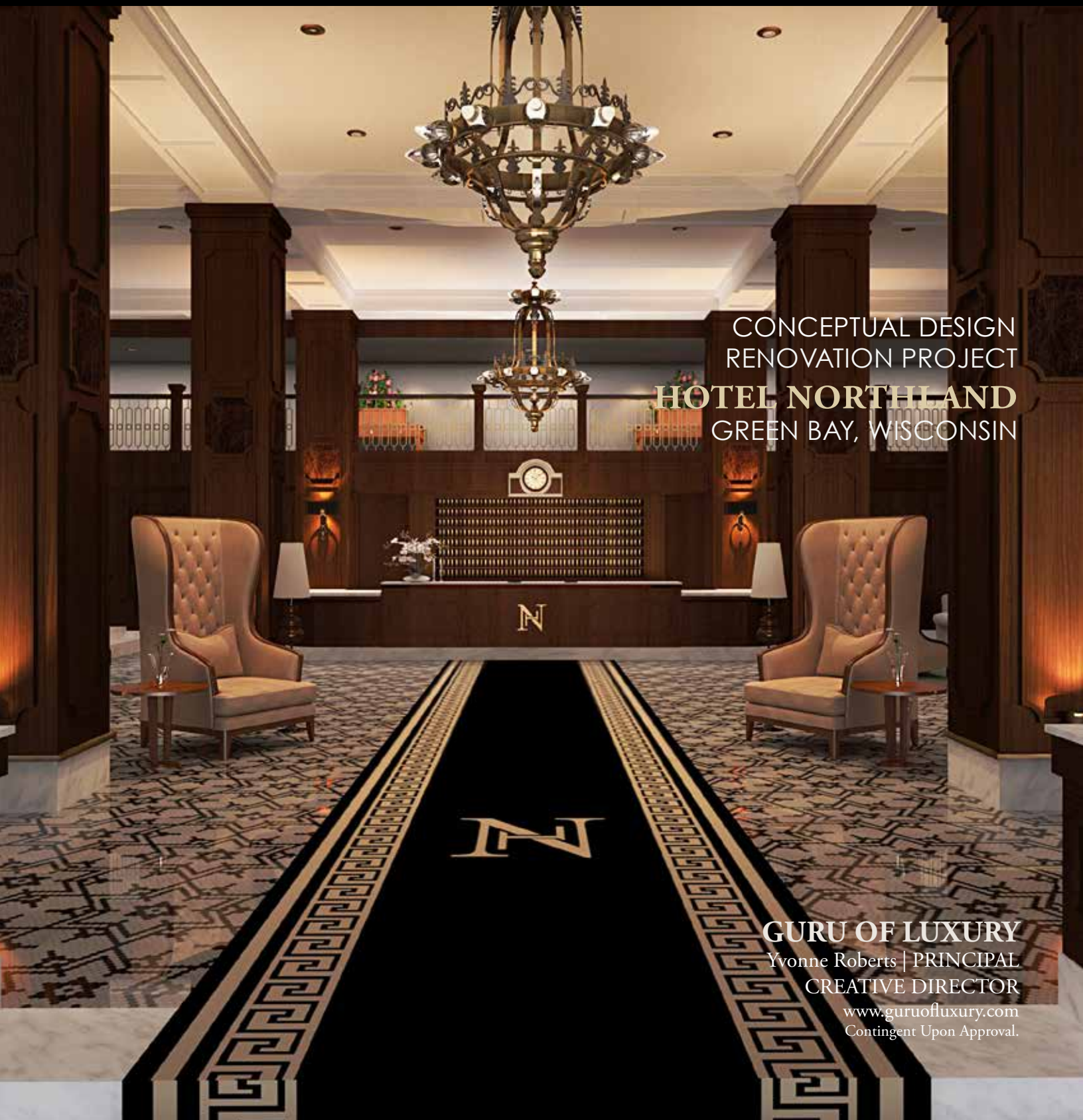




GURU OF LUXURY

HOSPITALITY INDUSTRY CONSULTING
20+ YEARS EXPERIENCE

Wisconsin 2016



CONCEPTUAL DESIGN
RENOVATION PROJECT

HOTEL NORTHLAND
GREEN BAY, WISCONSIN

GURU OF LUXURY

Yvonne Roberts | PRINCIPAL
CREATIVE DIRECTOR

www.guruofluxury.com
Contingent Upon Approval.



HOTEL NORTHLAND

HISTORIC LANDMARK | Green Bay, Wisconsin

Hotel Northland opened in 1924 during an era of incredible social, artistic, and cultural excitement. Nicknamed the 'One Million Dollar Hotel,' this remarkable place embraced the Roaring Twenties and all that happened during this unique time in history—jazz music blossomed, the Art Deco period peaked, and flappers redefined feminine style. Hotel Northland, a “Grande Dame” in its own right, embodied an unmistakable style of timeless elegance combined with modern edginess.

Today, Hotel Northland is ready to retake its rightful place as one of Wisconsin's elite hotels and as a preferred destination for dignitaries, celebrities, and star athletes.

Original hallmarks still characterize this iconic treasure in northeastern Wisconsin, and the hotel stands poised to undergo an unprecedented renovation beginning in the winter of 2015 that will preserve the historic significance and aesthetics of the venue while infusing it with contemporary luxury.

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‘GRANDE DAME’ LOBBY

HOTEL NORTHLAND | Green Bay, Wisconsin

JAZZMINE'S BRASSERIE

HOTEL NORTHLAND | Green Bay, Wisconsin



JAZZMINE'S BRASSERIE

HOTEL NORTHLAND | Green Bay, Wisconsin

Jazzmine's Brasserie, Hotel Northland's novel signature restaurant, will position itself as a sophisticated casual and trendy dining scene with a farm-to-table brasserie concept for culinary offerings.

Complementing the enticing menu, a stellar beer and wine list will directly focus on beers of the world (including discovery varieties), and all beverages served will be accentuated by premium stemware to enhance each guest's libation experience.

Jazzmine's Brasserie will establish itself on the cutting edge of an increasingly competitive local market in the restaurant niche. The brasserie's ambiance will reinforce an element of historical whimsy that emerges seamlessly from Hotel Northland's overall design vision.



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CRYSTAL BALLROOM

HOTEL NORTHLAND | Green Bay, Wisconsin

The Crystal Ballroom has long reflected the heart of Hotel Northland. In the hotel's early years, the ballroom echoed with the songs of Gershwin, the beat of big band music, and the rhythm of the jitterbug.

Not just a place to party, the Crystal Ballroom has also hosted distinctive guests over the years—from the Roosevelt family to the Kennedy family to Vince Lombardi, who held his introductory press conference in the Crystal Ballroom on February 3, 1959.

The vision for the use of Hotel Northland's Crystal Ballroom has not swayed with the passing of time. The space will be perfectly equipped for hosting lavish dinners, swanky receptions, elegant weddings, and gala celebrations, and it will also serve as an upscale setting for executive conferences and corporate events that draw distinguished guests.



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GRIDIRON TAVERN

HOTEL NORTHLAND | Green Bay, Wisconsin





GRIDIRON TAVERN

HOTEL NORTHLAND | Green Bay, Wisconsin

Hotel Northland will also feature an NFL-themed American sports bar—the Gridiron Tavern—which will highlight the Green Bay Packers from yesteryear all the way to the Packers team of today.

In an atmosphere showcasing vintage memorabilia and classic rock music, guests will enjoy beverage offerings including classic cocktails, trend-setting drinks with select drafts, and craft beers—all paired with unique appetizers revolving around a core focus on specialty burgers.

The Gridiron Tavern's appearance will reflect an atmosphere that is both refined and casual—the ideal sophisticated retro setting. Furnishings and fixtures will include tufted leather booths, generously sized tables, comfortable chairs, and a mahogany bar with finely crafted barstools.

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LOBBY RESTROOMS

HOTEL NORTHLAND | Green Bay, Wisconsin

The embodiment of refinement, the lobby bathroom at Hotel Northland will provide a dazzling glimpse of the hotel's gracious opulence.

Visitors will feel pampered from the moment they step into this space with its black and white design scheme offering a reflection of the venue's classy past. In addition, the bathroom will incorporate all the premium modern touches today's guests expect.

High-quality fixtures plus impeccable artistic taste that is revealed in sparkling mirrors, stunning diamond-shaped tile, and rich marbled floors will reinforce the breathtaking nature of Hotel Northland and will endear it to guests from the very first glance.

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ELEVATOR LOBBY & GUEST ROOM CORRIDOR

HOTEL NORTHLAND | Green Bay, Wisconsin

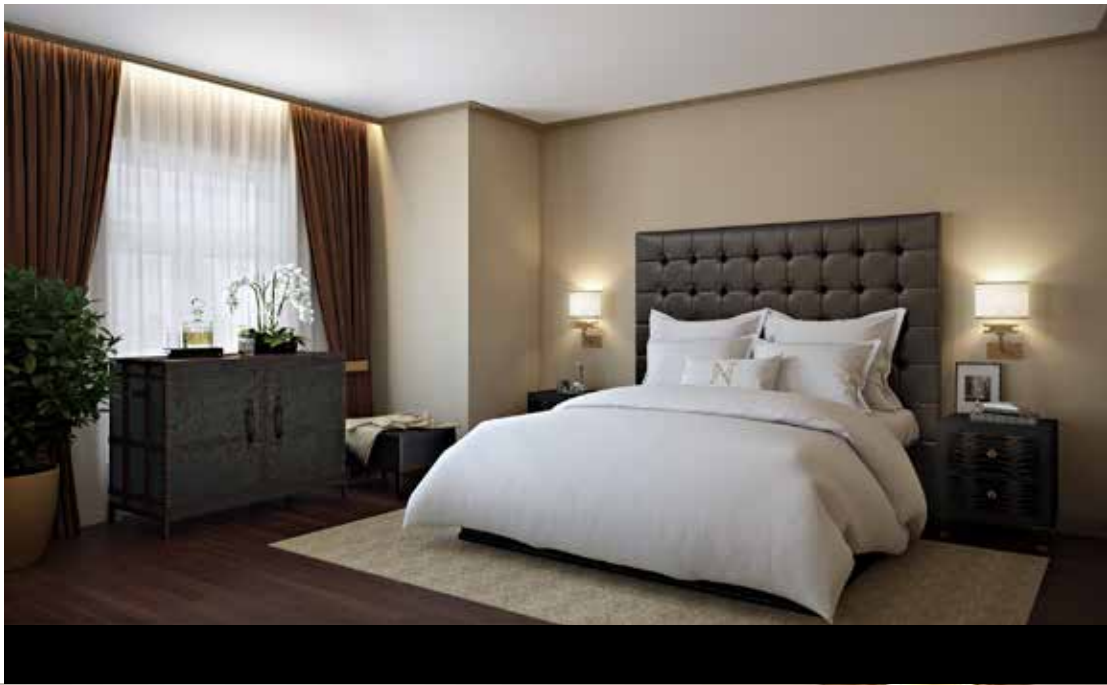
Guests will absorb the atmosphere of Hotel Northland even as they wait in the elevator lobby and walk down a guest room corridor; tasteful simplicity and rich elegance will both be present in these spaces.

It is this attention to detail—both historical and modern—that will set Hotel Northland's renovation apart from other endeavors and will restore the hotel to its rightful place in the Green Bay community, in the state of Wisconsin, and in our nation.



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480 Square Feet

CLASSIC JUNIOR SUITE

HOTEL NORTHLAND | Green Bay, Wisconsin



CLASSIC JUNIOR SUITE

HOTEL NORTHLAND | Green Bay, Wisconsin

Classic lines plus smooth textures with muted, understated tones exude a sense of casual sophistication in Hotel Northland's Classic Junior Suite.

Guests can relax surrounded by state-of-the-art technology and posh luxury; each Classic Junior Suite includes an eco-friendly fireplace, a 42" LED TV, an iPod dock/clock radio, an in-room safe, a mini bar, gleaming hardwood floors, silky-soft Egyptian cotton linens, plush bamboo terrycloth towels, and upscale bath amenities.

En suite bathrooms feature a black, ecru and muted golden color scheme—vintage Art Deco design at its best. Bold lines and sweeping curves are accented with Kohler fixtures, providing uncompromising quality along with superb aesthetics.

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CLASSIC PREMIER SUITE

HOTEL NORTHLAND | Green Bay, Wisconsin



650 Square Feet



CLASSIC PREMIER SUITE

HOTEL NORTHLAND | Green Bay, Wisconsin

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360 Square Feet

ART DECO SUITE

HOTEL NORTHLAND | Green Bay, Wisconsin



ART DECO SUITE

HOTEL NORTHLAND | Green Bay, Wisconsin

Guests who opt to stay in one of Hotel Northland's Art Deco Suites will appreciate the space's graphic patterns, bold curves, and sleek textures overlaid with geometric, stepped designs.

The unending elegance of each suite is further enhanced by a dramatic black and white bathroom, which epitomizes vintage design. Every Art Deco Suite bathroom utilizes high-quality Kohler fixtures for a beautiful match of form and function.

Deluxe room accommodations include state-of-the-art technology (a 42" LED TV, an iPod dock/clock radio, an in-room safe, and a mini bar) and lavish comforts (silky-soft Egyptian cotton linens, plush bamboo terrycloth towels, and upscale bath amenities).

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1,200 Square Feet

ART DECO PREMIER SUITE

HOTEL NORTHLAND | Green Bay, Wisconsin



ART DECO PREMIER SUITE

HOTEL NORTHLAND | Green Bay, Wisconsin





1,200 Square Feet

LOMBARDI SUITE

HOTEL NORTHLAND | Green Bay, Wisconsin



LOMBARDI SUITE

HOTEL NORTHLAND | Green Bay, Wisconsin

Famed football coach Vince Lombardi epitomized classic style, and this signature suite echoes the time-honored traditions of a bygone period in history.



Celebrating traditional elegance with an inviting mix of classic furniture shapes and haberdashery motifs, the Lombardi Suite celebrates the football legend while also incorporating stylish touches of muted colors and a smart, sophisticated English style.



The graceful lines of the carved moldings and other fine woodwork will impress guests, and the framed wall artwork and luxurious window coverings will contribute to the refined, chic ambiance. Guests will enjoy amenities such as overstuffed, sumptuous sofas and soft accent pillows to make a stay in the Lombardi Suite indulgent and restful.

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1,200 Square Feet

LOMBARDI SUITE

HOTEL NORTHLAND | Green Bay, Wisconsin

LOMBARDI SUITE

HOTEL NORTHLAND | Green Bay, Wisconsin



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LAMBEAU SUITE

HOTEL NORTHLAND | Green Bay, Wisconsin



1,200 Square Feet

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LAMBEAU SUITE

HOTEL NORTHLAND | Green Bay, Wisconsin

A legendary player and coach, “Curly” Lambeau’s name now graces the famous stadium where the Green Bay Packers play. Lambeau was a snazzy dresser and was also brash, assertive, and colorful—and he was the closest thing to royalty in Green Bay.

The Lambeau Suite gives visitors to Hotel Northland a glimpse into the glitz and glamour of the Roaring Twenties through the suite’s design: flowing lines reminiscent of waves and floral forms plus a unique combination of frivolity and refinement.

Sleek black, charcoal, and animal prints tempered with warm gold and pewter accents will form the basis of the Lambeau Suite’s style. Guests will delight in the luxurious, extravagant textures of all linens and furniture in the suite.



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1,200 Square Feet

LAMBEAU SUITE

HOTEL NORTHLAND | Green Bay, Wisconsin

LAMBEAU SUITE

HOTEL NORTHLAND | Green Bay, Wisconsin



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NORTHLAND SPA

HOTEL NORTHLAND | Green Bay, Wisconsin

Guests visiting Hotel Northland will be treated to a one-of-a-kind spa experience in the Northland Spa.

Designed with both male and female clients in mind, the spa will incorporate a healthy balance of the five feng shui elements: wood, fire, earth, metal, and water. Whether guests are in Green Bay for business, sports, or pleasure, the spa will offer an upscale, luxurious environment for them to be pampered and rejuvenated during their stay.

Services offered at the Northland Spa will include state-of-the-art facials such as the Men's C+ Energy Facial, the Crystal Clear Dermabrasion Deluxe Facial, the Pure Renewing Glowing Facial, and more. Multiple massage packages will also be offered that feature Ultimate Aromatherapy Experience Massage, Distressed Deep Tissue Sports Massage, Detox Venik Massage, and more.

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NORTHLAND SPA
HOTEL NORTHLAND | Green Bay, Wisconsin



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CLUB NORTHLAND

HOTEL NORTHLAND | Green Bay, Wisconsin



CLUB NORTHLAND

HOTEL NORTHLAND | Green Bay, Wisconsin

Housed in the lower level of Hotel Northland, Club Northland will be the venue's new members' only lounge and will offer a full bar and entertainment parlor.

Designed for opulence, Club Northland will indulge members' senses with innovative cocktails, delectable food, legendary music, and a swanky environment that will exude both historical authenticity and lavish modern comfort. Members will also enjoy the club's focus on gaming camaraderie; gaming features will include billiards and a two-lane bowling alley. Membership in Club Northland will provide an exclusive opportunity to experience the lavish lifestyle of the 1920s in a contemporary era.

Membership Benefits Will Include:

Private club lounge access; complimentary monthly wine tasting receptions; discounts at Hotel Northland restaurants, bars, and spa; preferred pricing for monthly interactive cooking luncheons and select hotel events; exclusive hotel charging privileges

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CLUB NORTHLAND

HOTEL NORTHLAND | Green Bay, Wisconsin



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CLUB NORTHLAND
HOTEL NORTHLAND | Green Bay, Wisconsin

CONCIERGE LOWER LOBBY

HOTEL NORTHLAND | Green Bay, Wisconsin

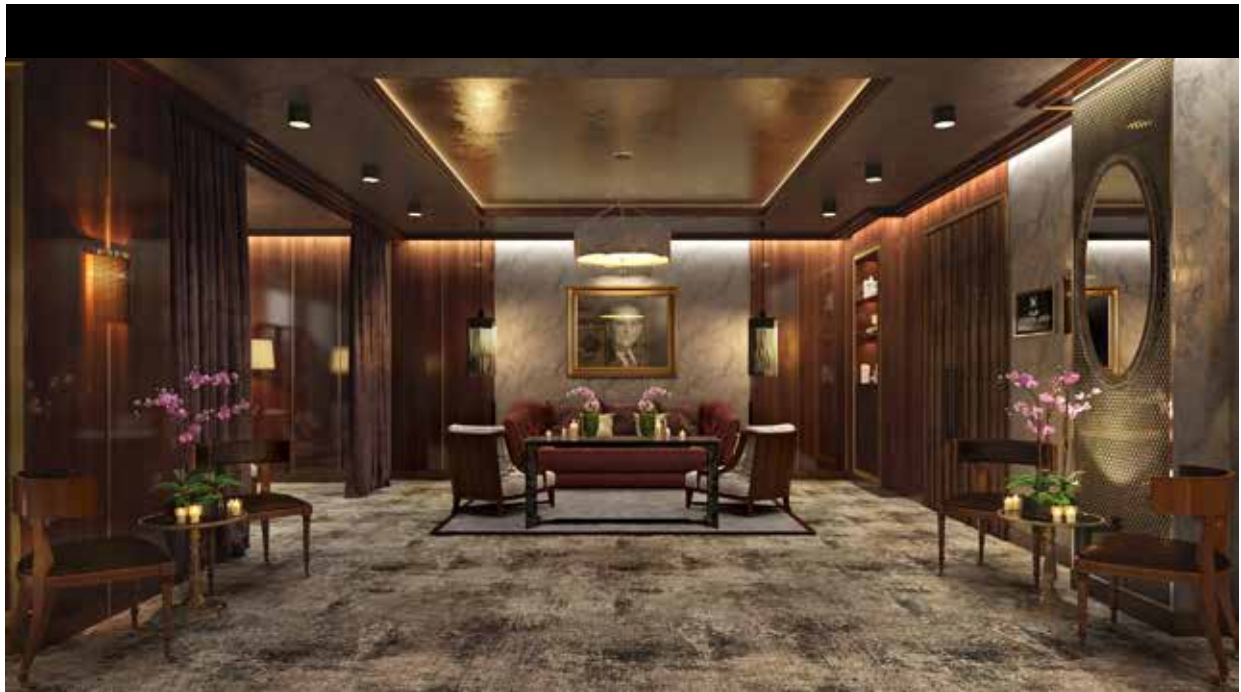


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CONCIERGE LOWER LOBBY

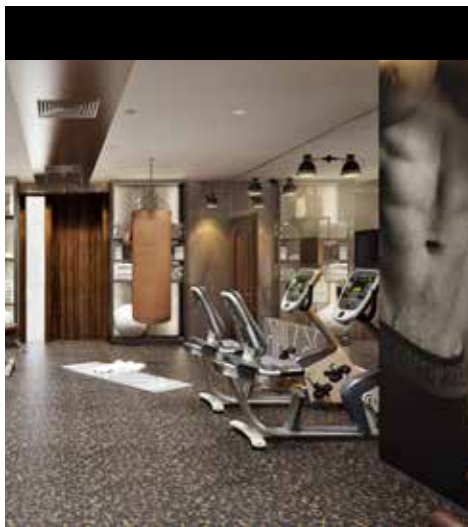
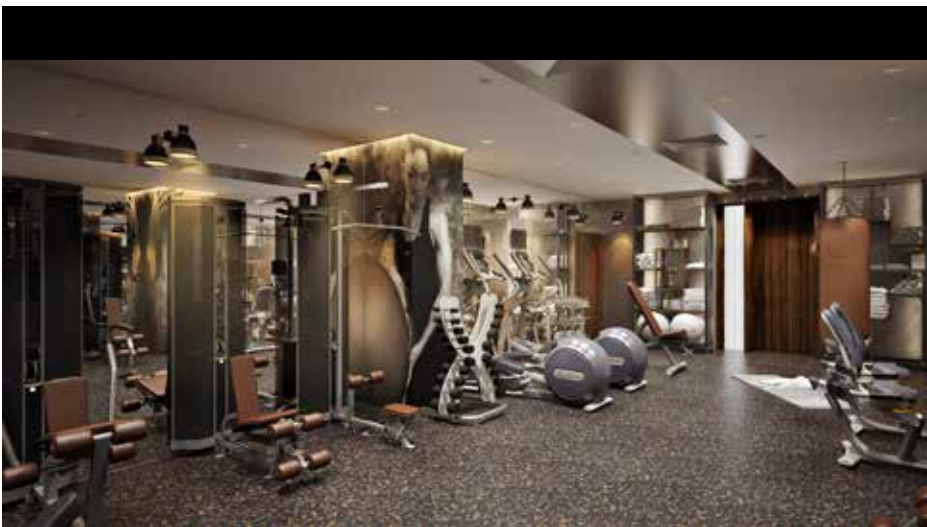
HOTEL NORTHLAND | Green Bay, Wisconsin





NORTHLAND FITNESS CENTER

HOTEL NORTHLAND | Green Bay, Wisconsin



NORTHLAND FITNESS CENTER
HOTEL NORTHLAND | Green Bay, Wisconsin

TESTIMONIALS

GURU OF LUXURY | Miami Beach, Florida

EDMUNDO PEREZ

Director of Engineering

ACQUALINA RESORT & SPA

“It’s rare that you come across such a standout natural talent like Yvonne Roberts. I’ve had the pleasure of knowing Yvonne for more than 16 years, during which time I’ve seen her extraordinary understanding of hospitality functionality with interior design and stylizing coupled with luxury customizations, timeless sophistication, comfort, and romantic elegance. Yvonne is a true asset for any application in her profession, and this comes with my sincere recommendation.”

ANGIE ECHEVERRIA

Engineering Operations Manager

THE BILTMORE HOTEL

“I had the opportunity to work with Yvonne for nine years, and I witnessed firsthand how she excels in managing projects. She is a very detail-oriented person who clearly assigns responsibility for tasks and decisions. She always sets clear goals and measures and always monitors process, progress, and results.”

GENERAL JAMES T. HILL

United States Army Commander

U.S. SOUTHERN COMMAND

“Yvonne Roberts ran The Biltmore Hotel’s Cellar Club impeccably. She is sophisticated, highly intelligent, engaging. In short, she is exactly the right person to interface with like-minded consumers who expect and demand the best and have the means to have it so.”





LUXURY HOTEL PHILOSOPHY

GURU OF LUXURY | Miami Beach, Florida

Guru of Luxury's objective is to develop distinctive amenities and visuals that embody the essence of each particular destination while at the same time prioritizing luxury customizations, timeless sophistication, and warm, gracious customer service.

A successful luxury hotel presents an unparalleled level of service that attends to every waking—and deep sleeping—need. Guests should find that every staff member shares a genuine passion for the establishment. The character of each locale should permeate all details of the concept, design, and service, and programming should reflect the uniqueness of the property itself, further emphasizing the brand message.

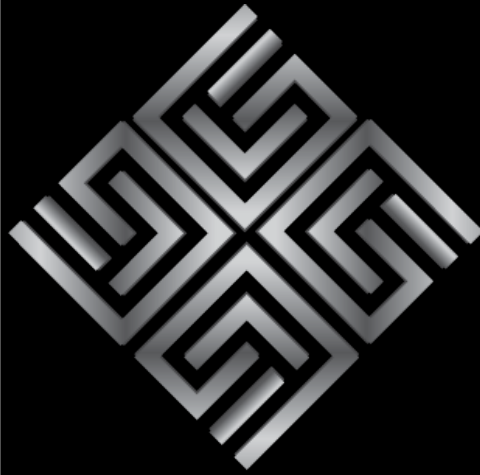
Of equal significance in today's world is a focus on offering a responsible luxury experience—from organic products to progressive conservation and recycling programs. Eco-luxury travel is carving its place in the luxury travel market, and 44% of travelers choose to stay at environmentally conscious properties. Water conservation, reclaimed materials, native plants, biodegradable spa products, and sustainable amenities are just some of the environmentally conscious elements embraced by Guru of Luxury.

In addition, budget awareness must not be overlooked. Travelers are looking for an optimal price-to-quality balance when considering luxury hotel stays. Guru of Luxury works extensively to value engineer all design elements, consistent with the company's 'affordable luxury' niche. This cost conscious approach enables property owners an effective and practical means of providing the perfect luxury experience for today's discerning travelers.

GURU OF LUXURY

*Enthusiastically Embracing Innovative
Interior Design*





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