



THE IRON HORSE

HOTEL™

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The Iron Horse Hotel™ Treads Lightly on the Environment

MILWAUKEE, WI (September 2008) – Developer Tim Dixon may have appreciated the industrial aesthetics of the 100-year-old warehouse he’s transformed into the new Iron Horse Hotel™, but he wasn’t willing to exact the same toll on the environment as original construction of the building undoubtedly did a century ago.

Adaptive re-use meant incorporating salvaged materials from the existing structure

For starters, Dixon has preserved much of the distinct architecture and heavy timber construction of the original building, which is along the river in Milwaukee’s historic tannery district. In this way, The Iron Horse Hotel is a perfect fusion of industrial-era form and modern-day function. Keeping much of the original building intact—including Hemlock posts and beams, exposed brick and fire doors —has not only lowered the need for resource consumption and waste, it has also inspired the rugged interior design and loft-style atmosphere.

“People elsewhere pay a lot of money to re-create an aesthetic that is already innate in this building. By re-using these elements, we are paying homage to the Industrial Era and the history of Milwaukee while reducing our need for new materials,” Dixon explained.

The entire project will incorporate reclaimed elements such as granite street pavers that will be married with landscaping and greenery. The development team worked with local Milwaukee Tech High School to transform 300-year-old Hemlock timbers from the building into custom boot benches for each guest room.

Other industrial art salvaged from the building and featured in the hotel includes gears from the building’s ancient elevator system and ornate pipes from the building’s boiler room. These pipes have been cleaned and restored; they will be on prominent display over the boiler pit—which serves as the hotel’s massive hot tub in a sub-terrain space appropriately called The Boiler Room, opening in 2009.

Recycled and environmental-friendly materials played large roles in construction

Using recycled material whenever possible also contributed to The Iron Horse Hotel's relatively small environmental footprint. Flooring in the fitness, laundry and shipping and receiving rooms is all recycled post-consumer rubber. This type of rubber was also used as sound abatement material on the flooring in the guest rooms. Carpet in the public areas and guest rooms are lined with recycled content.

Guest rooms feature sustainable ceramic tile on the floor and walls of the foyer and bathrooms, serving both a design and technical function for motorcycle riders arriving in boots. The longevity of ceramic tile is reported at up to four times that of other materials, such as carpet that may need to be replaced within five years. Guest rooms eco-friendly concrete countertops on an expansive desk/dresser/bar unit.

Even artwork for the guest rooms nods to eco-chic –with original wall sculptures made by a local artist out of recycled aluminum, polished to a brilliant patina and displayed above the headboards.

The Iron Horse Hotel's energy-efficient operations

The hospitality industry spends more than \$3.7 billion a year on energy, with electricity alone accounting for 65 percent of most hotels' utility costs. To combat that trend, Onity occupant censored controls in each guest room enable The Iron Horse Hotel and its guests to control the heat, electricity and air conditioning, as well as ensure that rooms automatically power-down when not in use. High-efficiency boilers will deliver heat to rooms via a liquid medium which is much more efficient than forced air. All told, these cutting-edge systems could potentially cut energy costs by more than 20 percent.

Additional energy savings come from the building's large windows, which afford ample natural light and cut down on daylight electricity demands. Each existing single pane window has been removed and replaced with fully insulated, energy-efficient yet historically consistent Peerless windows to reduce energy consumption.

The Iron Horse Hotel's guest rooms feature energy-efficient Perlick™ beverage centers. By weight, these full-size beverage centers use 98 percent green materials and feature dual-pane glass doors, two-inch thick walls with eco-friendly foam, cold-conducting metal interiors and forced air cooling for maximum energy savings.

Typical hotels use hundreds of gallons of water per day. The Iron Horse Hotel reduces its water consumption with Kohler waterless urinals, Kohler low-flow toilets and efficient bath fixtures. This results in a potential reduction of water consumption by 25 percent.

Additional "green operations" include systems for in-house recycling and waste management, and guest opt-outs for daily linen and towel changes. The hotel's administrative offices and guest business center feature recycled paper.

Dixon a familiar friend to the environment

Dixon has long understood the value of green practices in construction and development—even before the industry as a whole became environmentally conscious. All of his projects since 1998 have featured adaptive re-uses of old structures, and his residential Willows project was a study in environmental conservation, working with the state department of resources on a restocked lake, a 30-acre land conservancy, and pine reforestation and prairie restoration programs. The Iron Horse Hotel is merely an extension of that personal commitment.

“This hotel is part of an urban revitalization worthy of prominence in the industry by integrating irreplaceable historic architecture with the latest in luxury amenities, technology and environmental sustainability,” said Dixon.

From the re-use of the building and reclaimed materials for design elements to the ample covered motorcycle parking that encourages use of more fuel-efficient transportation, guests find an unmatched combination of environmentally sustainable architecture and smart hotel experience.

“We didn’t set out to be a ‘green hotel,’ but because of how we approach redevelopment and how our operator Desires Hotels approaches systems, The Iron Horse Hotel has definitely done right by the environment,” said Dixon.

To learn more about The Iron Horse Hotel or to make a reservation, please visit www.theironhorsehotel.com or call 888-543-IRON.

The Iron Horse Hotel™ transforms an Industrial era 100-year old warehouse into a modern luxury boutique hotel. Located in downtown Milwaukee, just blocks from the Midwest Airlines Convention Center and steps from the new Harley-Davidson Museum, The Iron Horse Hotel is the first in the industry to appeal to both sophisticated business travelers and the growing segment of motorcycle enthusiasts. The 102-room hotel—which includes two 1,000-square foot, two bedroom suites—offers complimentary wireless Internet, complete connectivity panels with iPod docking stations, 42” LG LCD flat-screen televisions, luxury linens, a fitness center and spa treatment rooms. Dining options include 24-hour room service, a full-service restaurant offering indoor and outdoor terrace dining and lobby lounge service. For the business traveler, The Iron Horse Hotel boasts on-demand business services as well as a 24-hour walk-up business kiosk; meeting, banquet and catering facilities; and valet parking. For the motorcycle enthusiast, The Iron Horse Hotel offers secured covered motorcycle parking, rag bins, an on-site bike wash, packed saddle bag lunches, road trip maps and in-room storage areas for boots, helmets and heavy riding leathers.

The Iron Horse Hotel is managed by Desires Hotels, a Miami-based hotel management company. From the neon lights on Ocean Drive in South Beach to the Harley-Davidson Museum in Milwaukee, from the Georgia Aquarium in Atlanta to the cobbled adoquine streets of Old San Juan, or right in the heart of Times Square, Desires Hotels is an unique collection of independently created modern boutique hotels. High in style, distinct and creative, each of these lifestyle hotels have one-of-a-kind architecture and interior design, allowing guests to expect just as much from their hotel as they do from their destination. Savvy travelers seeking a lifestyle-oriented experience will appreciate the “Your Desires” program that tailors a unique experience to every guest. Desires Hotels deliver unexpected amenities in stylish settings.

For more information about Desires Hotels and their locations, please visit www.desireshotels.com or call 866-593-4330.