



Woodbine Completes Renovation of W Atlanta-Buckhead

\$20 Million Revamp Restores the Hotel's Edge to Offer a Bold, Artful and Upscale Experience for Luxury Travelers

Woodbine Legacy Investments (WLI) has completed a \$20 million renovation on W Atlanta-Buckhead, a 12-story, 291-room full-service luxury hotel in Atlanta's affluent Buckhead neighborhood. Launched in May 2018, the renovation was finished just weeks before the city will host the 2019 Super Bowl LIII. Woodbine hired C+TC Studio of Atlanta as the architect and interior designer for guest rooms and the hotel's rooftop bar, Whiskey Blue; STUDIO 11 of Dallas as the interior designer for the lobby, public areas and meeting space; and Genoa Construction as the general contractor for the project.

In 2018, the hotel celebrated 10 years of tenure as a W destination-making the renovation well-timed with that milestone moment. Taking cues from the city's bent toward fashion, design and art, the renovation included an infusion of splashy artwork and murals throughout the hotel and at the rooftop bar, Whiskey Blue. Woodbine worked with its partners to source local talent both to enliven the guest experience and strengthen the connection to the community, specifically the Buckhead neighborhood and the city of Atlanta.

- **Whiskey Blue Mural by Chris Veal:** Veal was also hired to design a statement mural for the 66-foot-long walkway that leads to Whiskey Blue, the W Atlanta-Buckhead's award-winning rooftop bar. His retro, pop-inspired work brings a fresh, modern twist to the newly renovated Whiskey Blue and is an important reflection of the ever-evolving Buckhead neighborhood.

Rooftop bar Whiskey Blue-one of Atlanta's most popular places to see and be seen-reopened in November 2018. Its refresh included new furnishings, flooring, wallcoverings, lighting, artwork, terrace furnishings and landscaping, as well as changes to the entrance elevator and surrounding rooftop, including Chris Veal's 66-foot walkway mural.