

beverly hills

# Lifestyle

## *Fall* **Fashion**

kathy IRELAND  
NICE GIRLS DO FINISH FIRST

*Zero to 60 in a*  
**MEGA YACHT**

*Fly Green in*  
**FERRARI STYLE**

\$20.00



FALL 2010



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# HOTEL1000

HIGH-TECH LUXURY KEEPS SEATTLE BUZZING

by Marshall McLaughlin

A maid approaches a hotel guest room for a routine cleaning. Without a displayed “Do not disturb” sign on the doorknob, the ensuing disturbance is an awkward irritation for both parties. However, at Hotel 1000, the housekeeper presses the room’s silent staff button, activating an infrared scan of the suite that instantly reveals the room is still occupied. The guest is left undisturbed to relax in peace.

Boasting a Bill Gates-like affinity for technology, Seattle’s Hotel 1000 was born from a desire to challenge the luxury world’s standards of customer service and, with the help of the latest innovations, exceed them. Striving to anticipate their guests’ every need, Hotel 1000 uses its advancements behind the scenes to create the ideal hotel experience.

Using their gadgetry for good, upon a return visit, the hotel’s ground-breaking network of computers recalls the personal preferences of a guest. It then pre-sets the room with their preferred room temperature, music and digital art. A warm welcome to say the least.

Amid the infrared scanners, 40” HD Plasma TVs, digital mood art and in-room media hubs that dare you to have a device not compatible, the hotel could start to feel like the set of a Star Trek movie. But before you dig out your Spock ears and photon guns, Hotel 1000’s vibe is hardly that of a spacecraft.

Warm organic materials sweep through the interior of the hotel, contrasting the sophisticated steel and glass décor. While cozy, leather wrapped wood furnishings hint at the casual Pacific Northwest lifestyle. An urban sanctuary set in Seattle’s thriving museum district, Hotel 1000 features sculptures and original paintings by local artists. This unique collection of art requires a viewing at almost every pass.

Lavish guest rooms feature waterfall-esque “fill from the ceiling” pedestal tubs with panoramic views for two. Frosted privacy glass surrounds the sumptuous limestone-tiled showers. Lush velvet pillows and raw silk throws drape the beds and beckon rest.

As morning arrives, the rich smell of brewing coffee from the in-room French press provides an escape from the cocoon of soft linens and prompts a desire for activity. A peek through the curtains exposes a soaked Seattle cityscape – the perfect conditions for a morning round of golf. Just a few floors down await 50 of the best golf courses in the world. Inclement weather or not, Hotel 1000’s virtual golf simulator provides an almost frustratingly accurate golf experience that golfers of all levels must try. Today, it’s Pebble Beach and a longest drive challenge against Tiger Woods.

After a hard day on the virtual links, a visit to The Spaahh is essential. For the ladies or pampered gentlemen, the Touch Up package is a great way to sample the best of the spa’s full service amenities at a great value. Even when the hotel is at capacity, the

staff’s special attention to detail gives the feeling of total solitude.

After emerging from post-spa bliss, the trendy Studio 1000 offers a perfect setting to re-enter the real world. Soft chatter rises above lively music and spills out from this quasi-lounge into the lobby. This is the pulse of the hotel – the heart. The stunning open fire pit anchors the room and provides guests with an intimate setting for relaxation, conversation and pre-dinner drinks.

**If you didn’t have a reason to visit Seattle before, now you have 1000.**

Blurring the lines between fine dining, bar and lounge, Boka Kitchen+Bar is a recipe for satisfaction around the clock. A top dining recommendation from concierges all over Seattle, Boka utilizes advanced molecular gastronomy techniques combined with organic sustainability expected of Seattle cuisine. Warm up with crab cakes served lollipop-style in a refreshing lemongrass aioli, and finish with a coffee demi-glazed petit filet that epitomizes this urban American experience.

With a heart to please and the infrastructure to back it up, Hotel 1000 raises the virtual bar to a standard of brilliance. Stepping into a new era of customer service head on, Hotel 1000 emerges as a world leader. ●



Photos courtesy of Hotel 1000

