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## **The Only Luxury Club Lounge in St. Louis Gets Massive \$3.1 Million Makeover**

### **As The Ritz-Carlton, St. Louis Transforms Its Club Level Experience And Also Unveils Dazzling New Ritz-Carlton Suite**

*Dramatic Enhancements Are the Culmination of a Multi-Year Renovation  
Which Has Reimagined Every Floor of the Hotel*

**ST. LOUIS, MO.** – (June 5, 2019) – Long home to the only luxury hotel club lounge experience in Missouri, [The Ritz-Carlton, St. Louis](#) is celebrating a stunning new look with this month's unveiling of a dramatically redesigned Ritz-Carlton Club Lounge and upgraded new Club Level accommodations.

A completely remastered Ritz-Carlton Suite has also debuted, expanding the exclusive accommodation's versatility and emphasizing breakthrough technologies, a dynamic and flexible new layout, and striking visual appeal for business retreats, weddings, and VIP leisure stays. The recent hotel enhancements all share in telling an emotional art and architecture story which honors the city of St. Louis, its local artists and artisans, and the dreams inspired by the city's own natural and visual surroundings.

Already a one-of-a-kind destination in the city, The Ritz-Carlton Club Lounge has been revolutionized by a design and services transformation which sets a new standard for Midwestern hospitality. Accessible via private key to guests staying on The Ritz-Carlton Club Level or in the new Ritz-Carlton Suite, the Lounge offers not only spectacular views of St. Louis but also a completely changed layout, with dedicated new seating areas to include a private nook with TV and balcony for families and small groups. Residentially-inspired spaces, striking contemporary furnishings, hardwood wall treatments, timeless chandeliers and enriched finishes, fixtures and artwork all contribute to an enhanced atmosphere of supreme comfort and universal luxury. Adding to the experience: a dramatic photography exhibit honoring the magnificent architecture of St. Louis as seen through the eyes of famed local photographer Ken Konchel.

Providing the ultimate Ritz-Carlton hotel-within-a-hotel experience including complimentary dining and beverage presentations throughout the day and evening, the transformed Ritz-Carlton Club Lounge also has inaugurated an

integrated pantry offering and chef-curated innovations encompassing a wine cuvée with eight daily wine selections, sushi-rolling classes, mixology workshops focused on cocktails and mocktails, and special presentations by invited wine experts. Every evening, locavore dining bites are also rolled into the lounge, providing a uniquely special taste of St. Louis, while the venue's signature new Goopy Butter Cookie is available for sampling throughout the day.

Further perks for Club Lounge guests include the personalized services of a dedicated concierge staff offering recommendations for "insider-only" local discoveries, along with assistance with business needs and an in-lounge computer station.

On the same floor, Club Level guest accommodations feature not only balconies but also newly remastered bathrooms with the ultimate in showers, light-up mirrors, in-shower shave mirrors and motion sensor lights/nightlights. New powder rooms have also been introduced in all Club suites and upgraded Club guest and bathroom amenities have been added, as has integrated power in Club Level nightstands and desktop power access -- all contributing to the prestige and convenience of these sought-after rooms and suites. The recent Club Level enhancements follow contemporary makeovers which have already enriched all guest accommodation categories, across all floors of the hotel.

As for the dazzling new Ritz-Carlton Suite, it is a marvel of contemporary technology and design, anchored by a versatile five-bay setting, Steinway Grand piano, furnished double balcony and sweeping skyline views of Forest Park and the Gateway Arch. The suite's neutral, calming design palette is highlighted by vibrant pops of color, thanks to a custom-curated collection of St. Louis art, pottery and ceramic works from famed local artists Ted Collier and Chris Schulte.

A fully equipped office with command center, TV and in-desk power has been incorporated into the suite's completely reconfigured 2,500 square-feet, as have flexible furnishing and room layout options to serve the specific requirements of individual travelers, wedding parties, board meetings and small groups of up to 20 guests. Major technology features include a suite-wide Bluetooth speaker system providing individual volume controls in each room, and a highly advanced, 65-inch 4K ART TV. The TV's striking frame makes it a work of art as well as a viewing and entertainment device, as the screen can transform from television to personally selected art display – perfect for everything from wedding couple or family photographs to corporate logos or favorite individual paintings and graphics.

Also new to suite, the opulent master bathroom features a multi-head dual shower, soaker tub and added luxury fixtures and finishes. The second bathroom provides a dual shower with shave mirror and six showerheads on both of its walls, while the master closet includes an organizer system to serve longer-term stay needs. Additionally, The Ritz-Carlton Suite offers an intimate new kitchen with appliances perfect for baking cookies – a favorite activity noted among family guests enjoying this accommodation. Further dining can be savored in front of the suite's fireplace, in its other dining settings, outside on the double balcony or in The Ritz-Carlton Club Lounge – to which suite guests enjoy private key access.

#### About the Artists and Artwork

Raising the bar on art and design, the hotel's new Club Lounge and Ritz-Carlton Suite are home to striking works from the city's leading architectural photographer, Ken Konchel, from famed contemporary artist Ted Collier, and from community-focused St. Louis potter and philanthropist Christopher Schulte.

Architectural photographer Ken Konchel is a master at capturing the region's most dramatic structures in evocative black and white images, employing labor-intensive traditional photography equipment and techniques and a powerful focus on lighting, air temperature and seasonal weather patterns to portray the most beautiful and inspiring aspects of a building. His favorite location in the area is The Priory Chapel, depicted in his *Curvilinear* piece now on display,

along with many of his other images, in his Architectural Wonders of St. Louis exhibit in The Ritz-Carlton Club Lounge

Ted Collier is a St. Louis native who honors nature as an inspiration for his work and who is also celebrated for his abstract circle series. That modern series and a related digital piece are represented in the new Ritz-Carlton Suite – including on the screen of its ART TV, and they depict his childhood memories of dancing with his family to the sounds of an old-school record player. One Tuesday a month, Collier donates the entire day’s profits of his two local studios to St. Louis charities – an effort which has already topped \$200,000 in total cash donations.

Christopher Schulte is a self-trained local ceramic artist whose work, including a specially-created piece for the hotel, is displayed in The Ritz-Carlton Suite. His path has led him to donate artwork to several local charitable organizations in St. Louis and beyond, and to the 2006 establishment of a Missouri not-for-profit corporation, the Will Flores Fund, which is dedicated to serving the community through the power of “The Art of Giving.” The Will Flores Fund brings together local artists to show and sell their art, while providing financial support to small local community organizations.

#### About The Ritz-Carlton St. Louis

For further details on the 300-room Ritz-Carlton, St. Louis, visit [www.ritzcarlton.com/stlouis](http://www.ritzcarlton.com/stlouis), or to reserve, call 1-800-241-3333, visit the website or contact a travel professional. The Forbes Four Star/AAA Four Diamond luxury hotel is located in the heart of the business and shopping enclave of Clayton, just minutes from downtown and from the Lambert-St. Louis International Airport. An upscale, highly walkable neighborhood surrounded by parks, Clayton offers more than 80 shops and restaurants within an easy stroll of the hotel.

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