



ARCHERSM

AUSTIN

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ARCHERSM Austin Will Call The Domain Home Through LodgeWorks & Endeavor Real Estate Group Collaboration

**Third Property for Growing Hotel Collection to be a Design Fusion Incorporating the
Many Things that Make Texas' Capital Unique**

**Wall Coverings Born of Old Leather Belts, Terraces with Fireplaces, Native Texas Limestone,
Canopy Beds & Countless Design Touches Make this
168-Room Boutique Hotel One of Most Anticipated in Austin**

Wichita, KS – May 6, 2014 – The Domain's expansion is continuing its momentum with the addition of [ARCHERSM Austin](#), a boutique, new-build hotel that will be located across the street from the recently announced Nordstrom store within the 304-acre upscale lifestyle development. LodgeWorks Partners, L.P., a privately-held hotel development and management company with a rich history in noteworthy openings, has partnered with Endeavor Real Estate Group to bring the 168-room luxury hotel to life. This will mark the third property within the Archer collection, with Archer New York set to open in May 28, 2014 and Archer Napa in advanced planning stages.

Design fusion is the driver behind the eclectic vision of the 168-room, eight-story structure. LawKingdon Architecture has incorporated a number of themes into the plans of Archer Austin with one strong tie to bring it all together: Archer is an authentic Texan. From the musical influences that make Austin the live music capital of the world, to the Lady Bird Johnson Wildflower Center, a nod to its western roots, Hill Country and the great state of Texas itself, touches of all of these will be thoughtfully reflected into the design and architecture.

Texas chic – think \$5,000 dress worn with the perfect cowboy boots – will make Archer Austin luxurious, yet casual. Wood porcelain-tiled floors throughout many of the accommodations will be dotted with area rugs that have an antique, distressed look and feel to them. The rustic lux theme will carry through to the wall coverings born from old leather belts behind the headboards in a number of rooms.

One thing Archer Austin will not be is predictable. Each of the guestrooms is being designed to have a different feel, with as many as eight design palettes currently being considered. Just as no two bedrooms in a home would be alike, the feel of Archer's "residences" is meant to offer a variety of experiences across the accommodations. Canopy beds, varying headboards and footboards, large soaking tubs, and sliding glass doors creating indoor/outdoor spaces, are just some of the details that make Archer Austin unique from room to room.

"When designing Archer Austin we kept the clever 'Keep Austin Weird' theme central to our design," said Roger Brown, SVP and director of design at LawKingdon Architecture. "It is a Texas-style sense of independence that reflects the eclectic, culturally-rich way of life that is unique to Austin. Archer will be an Austinite, an authentic Texan, through and through. The spaces will be engaging, yet youthful; contemporary, yet native."

Photos of local bands and Austin's favorite musical venues, as well as the music itself, will be featured throughout the hotel, while pops of color reflective of wildflowers (and Lady Bird Johnson's namesake center) will be incorporated into the color scheme. Native Texas limestone in both smooth and broken finishes will be both inside and out; making its way from the exterior design into the lobby.

The prospective guest demographic – 80% individual travelers and 50% female – have played into consideration for room layouts, from terraces complete with fireplaces overlooking the park to accommodations with two double king beds, perfect for girlfriend getaways and rare finds in the hospitality space. Archer Austin will have a youthful vibe.

Archer Austin will boast a light-filled 35-foot atrium and almost 7,000 square feet of event space and pre-function areas that flow to a second floor patio with fire pits and outdoor bars.

In the coming months, the culinary direction of a chef-driven restaurant and bar will be revealed, as well as targeted ground breaking.

ARCHER's inaugural property, [ARCHERsm Hotel New York](#), will grace midtown Manhattan's Garment District in May 2014 on West 38th Street, between Fifth and Sixth Avenues. The 22-story property will be home to 180 guestrooms, a restaurant and a rooftop bar under the culinary direction of Top Chef Master David Burke. [Archer Napa](#) is currently in advanced planning stages; an opening date has not yet been set.

"Expanding the Archer collection into a destination as engaging and exciting as The Domain in Austin is tremendous and an absolutely perfect fit," said Mike Daood, LodgeWorks president. "We have the benefit of again collaborating with our friends at Endeavor Real Estate Group and are honored to be part of such a wonderful, vibrant community and development." This is the second Austin property for LodgeWorks, which also owns the successful Aloft Hotel at the Domain.

When completed, the Domain is expected to include 1.8 million square-feet of retail space, 5,000 residential units, 3.5 million square-feet of office space and 800 hotel rooms.

“We couldn’t be more excited about LodgeWorks' vision for Archer. Delivering a hotel with an emphasis on what makes Austin unique and exciting is a perfect addition to the retail, restaurants and entertainment venues that will be part of this next phase of The Domain,” said Ben Bufkin, Principal, Endeavor Real Estate Group.

As LodgeWorks SVP brands & marketing, Cheryl Gilliam has said of the collection, “Archer is not just a hotel; it’s a personality, an eclectic way of being, a welcoming residence, if you will. Guests are meant to feel as if they are entering a home in many ways, yet it is unlike any other. It’s a place that might have been here before, timeless in some ways, yet of today in many more; it’s a *new* American classic.”

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LODGEWORKS

LodgeWorks Partners, L.P., is a privately held hotel development and management company with a rich history as hospitality brand innovators, industry-leading guest satisfaction, sophisticated development acumen and an experienced team that has successfully collaborated for more than 28 years. Among recent developments, the company has sold a portfolio of assets to Hyatt Hotels Corporation. LodgeWorks continues to own, franchise and/or manage a portfolio of branded hotels including HYATT house®, Hyatt Place®, Aloft®, Hawthorn Suites®, and Hilton Garden Inn®. In addition to ARCHER, the company is currently developing a Hampton Inn® in Brooklyn and a Hyatt Place® in Yonkers, NY. For more information, please visit www.lodgeworks.com.