

January 2016

## Geneva Ridge Resort to Receive Makeover

LAKE GENEVA, Wis.

Spurred on by its partnership with neighboring Geneva National Resort, the 90-acre Geneva Ridge Resort is about to embark on the second phase of an extensive multimillion-dollar renovation.

Slated to begin in January, \$4.5 million in modern upgrades to the 146-room Lake Geneva hotel will include new dining and drink concepts, an inviting lobby and reception area accented by a glass-adorned staircase plus a fresh facelift for hallways, restrooms and gift shop—all set to debut in May 2016.

“This rustic 146-room lodge is ready for a high-level redesign that matches the esteemed Geneva National brand with which it is affiliated,” said Geneva National’s president Garth L. Chambers, who added that the Lake Geneva escape will also take on a new name—[The Ridge Hotel](#).

Channeling the hotel’s picturesque wooded lakeshore property, the hotel’s new design pulls the outside indoors with a warm grass green and subtle grey-blue palette, natural maple, river rock and water elements, and the innovative use of light to create earth-hewn textures.

The reimagined lobby will draw guests to a buzzing bean + vine coffee and wine bar with countertop seating set against enticing gathering spaces—from oversized sectionals focused on a large flatscreen TV and groupings of lounge chairs arranged hearthside to a communal table wired with USBs.

Additional updates at The Ridge will include:

- Replacing the Lakeview Grille with Crafted, a new dining venue and cocktail club room.
- Staging a statement entry with a grand 3D perforated ceiling panel through which light depicting river stones cascades onto the floor.
- Swapping the former check-in desk with custom reception pods.
- Modernizing the first-floor fireplace with linear accents intermixed with wood or stone features.
- Creating an airy staircase beckoning guests to the lower level with glass railings and a sculptural chandelier reminiscent of floating water bubbles.
- Installing all new fixtures while fully refurbishing lobby restrooms, wrapping each in shimmering strips of neutral tiles that drift up the walls from the floor.
- Fusing form with function, seamlessly and artfully blending easily accessible state-of-the-art technology throughout all spaces and furnishings.

The Ridge will remain open throughout the five-month construction project, which will be staged by Corporate Contractors, Inc., of Beloit in order to preserve the experience of hotel guests. The property offers more than 10,000 square feet of function space that can be sectioned off for groups of 10-500.