

# Jefferson Arms BRAND EMERSION

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10 November 2016

**ALTERRA | INTERNATIONAL**  
OWNERS • DEVELOPERS • CONTRACTORS

# Jefferson Arms BRAND EMERSION – Hotel Perspective

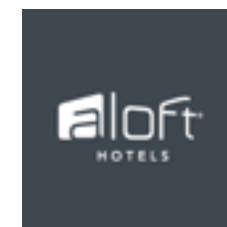


# Jefferson Arms BRAND EMERSION – Hotel Perspective



Alterra International is working on choosing one of the four brands from Marriott Hotels International listed below to lead Jefferson Arms hotel operations.

**AC Hotels**  
**Autograph Collection Hotels**  
**Element Hotels**  
**Aloft Hotels**

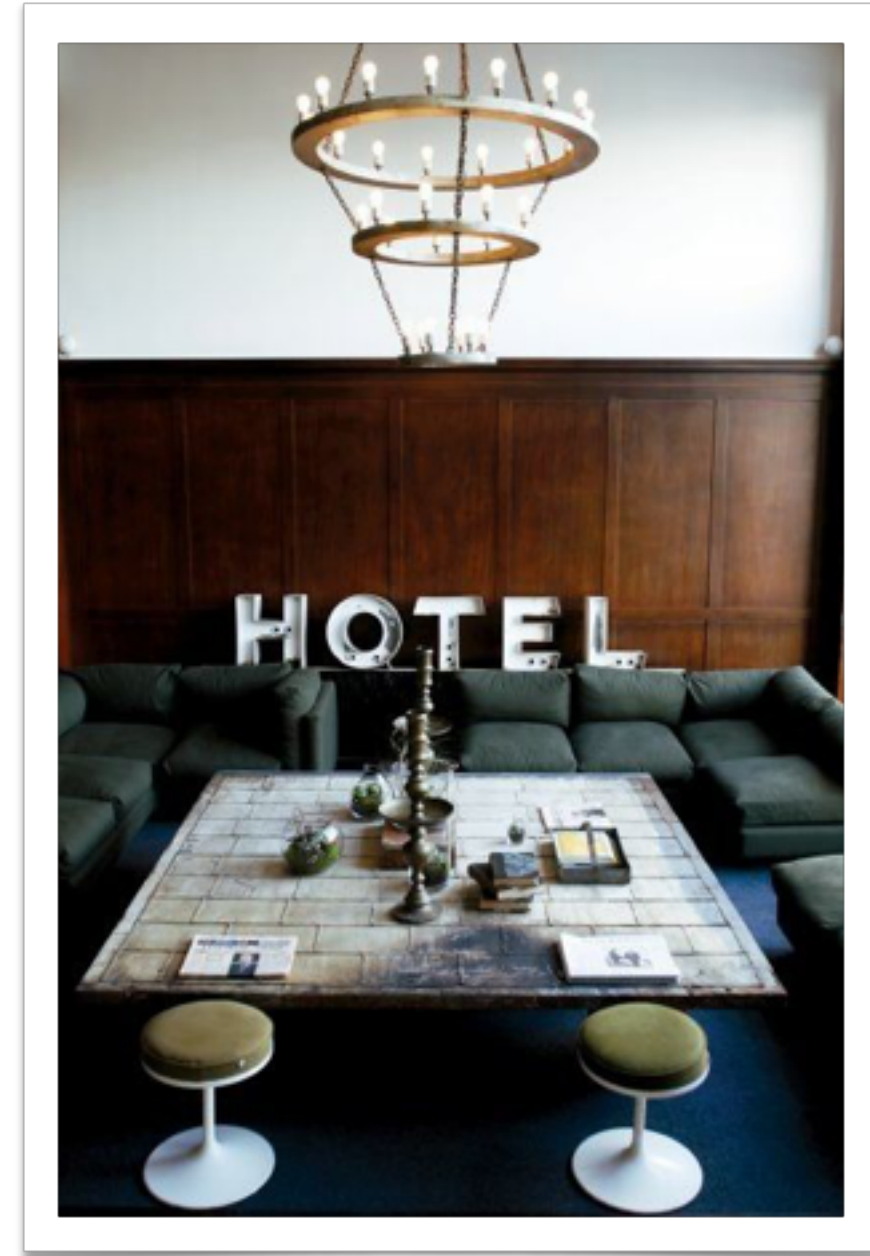
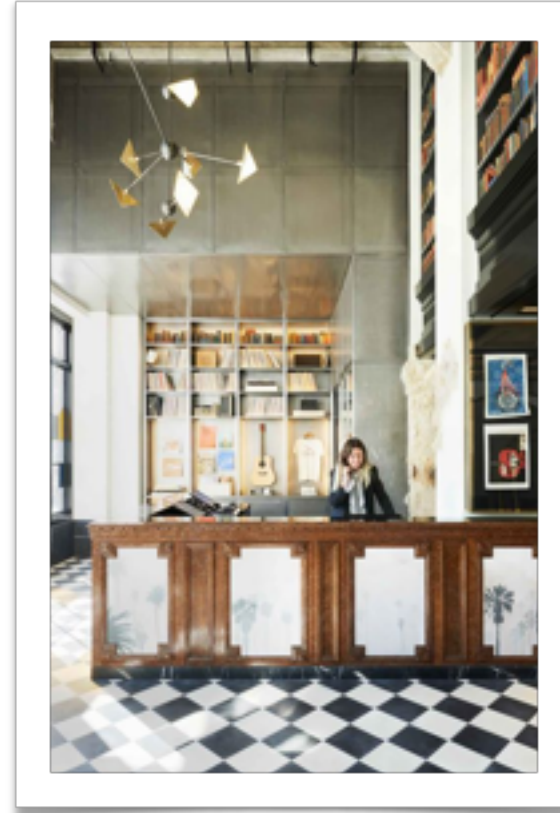


# Jefferson Arms BRAND EMERSION – Hotel Lobby Inspiration



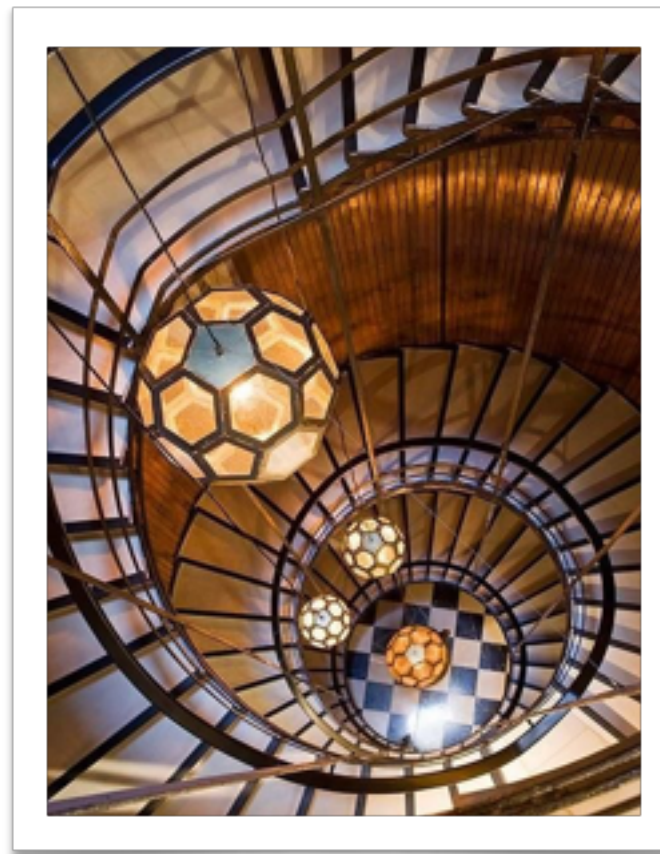
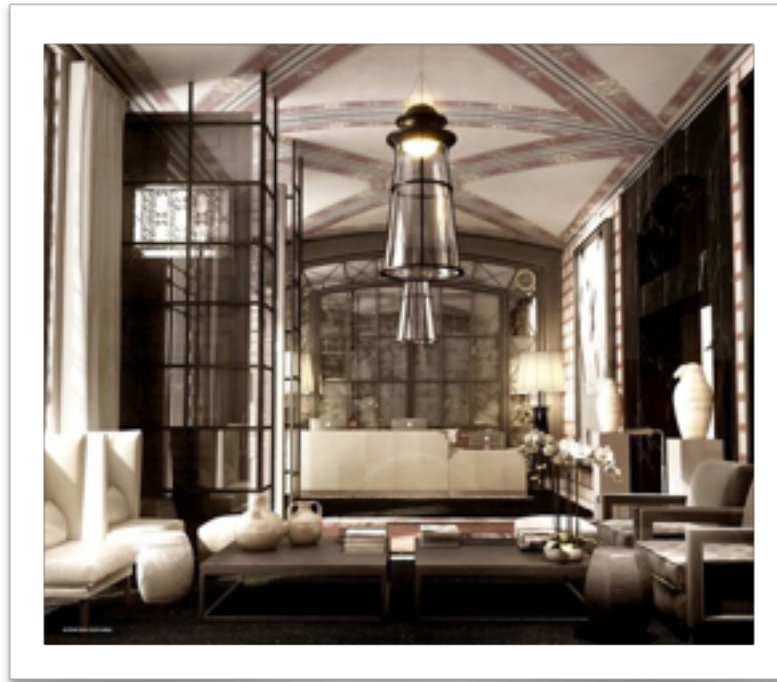
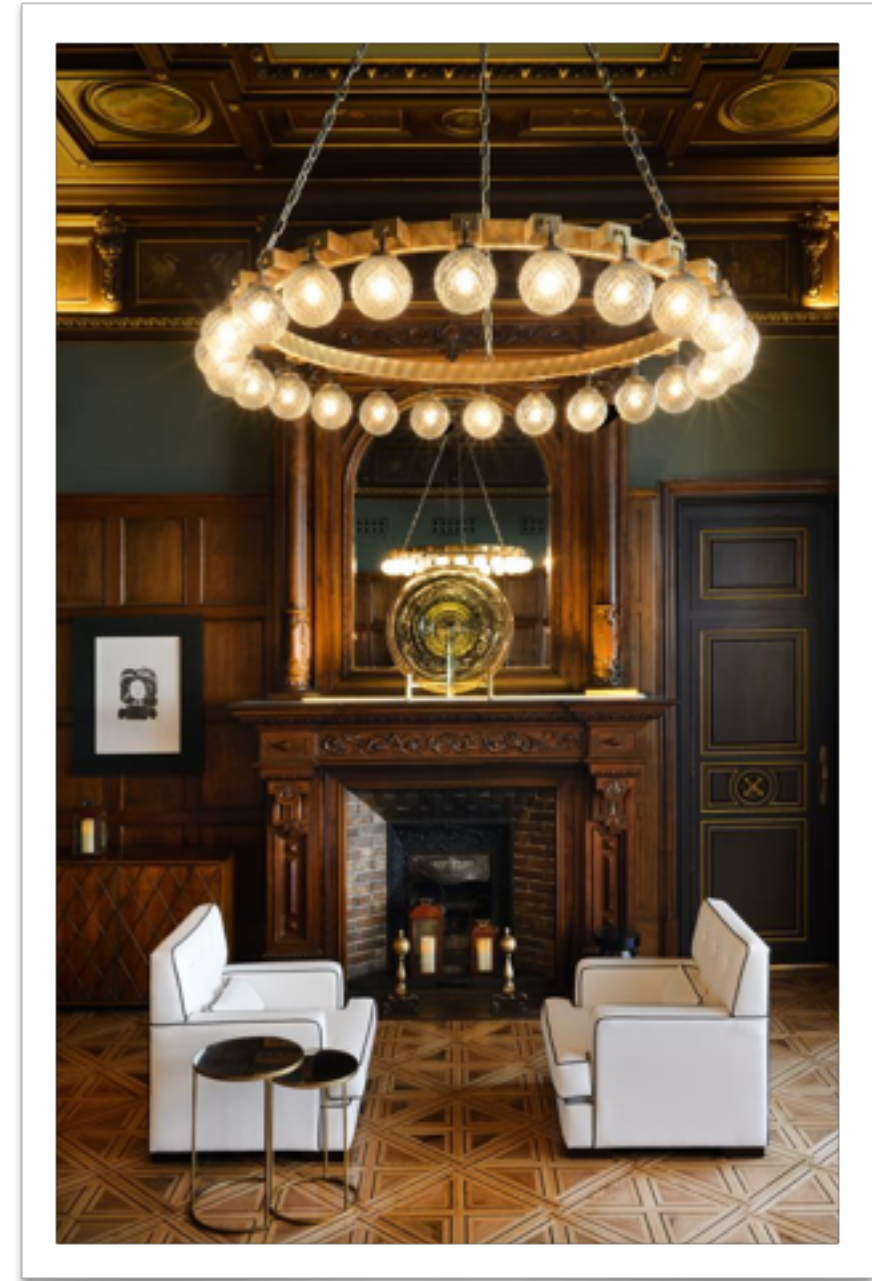
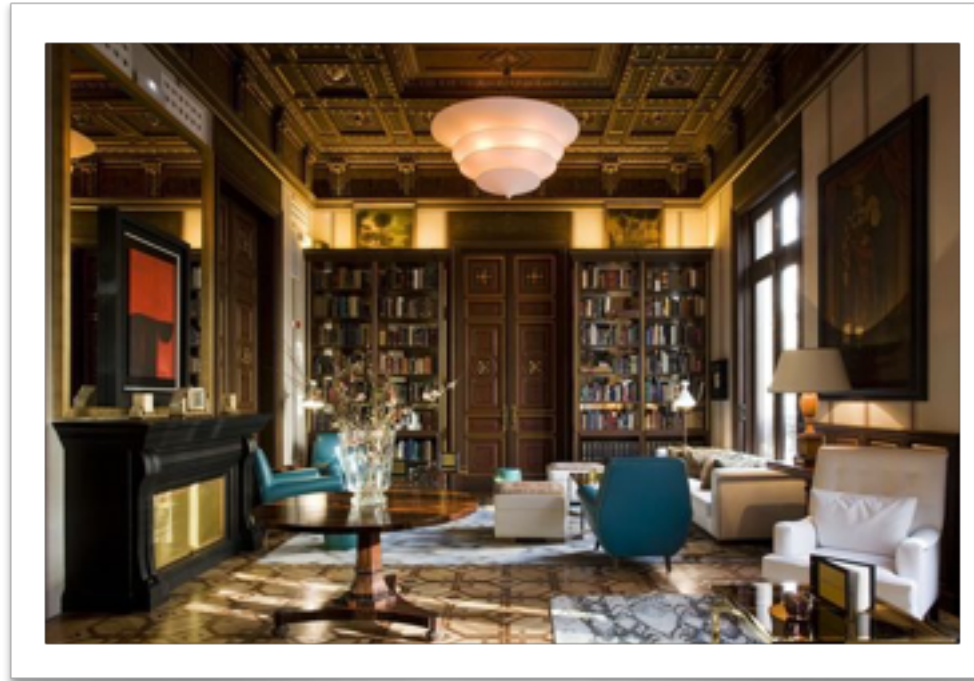
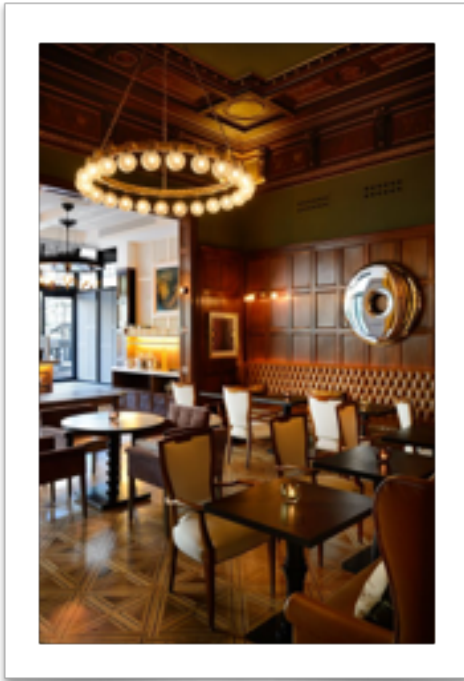
ACE HOTEL PORTLAND, OREGON

# Jefferson Arms BRAND EMERSION – Lobby Design Inspiration



ACE HOTEL PORTLAND, OREGON

# Jefferson Arms BRAND EMERSION – Hotel Lobby Inspiration



COTTON HOUSE BARCELONA, AUTOGRAPH COLLECTION, MARRIOTT HOTELS BY LAZARO VIOLAN

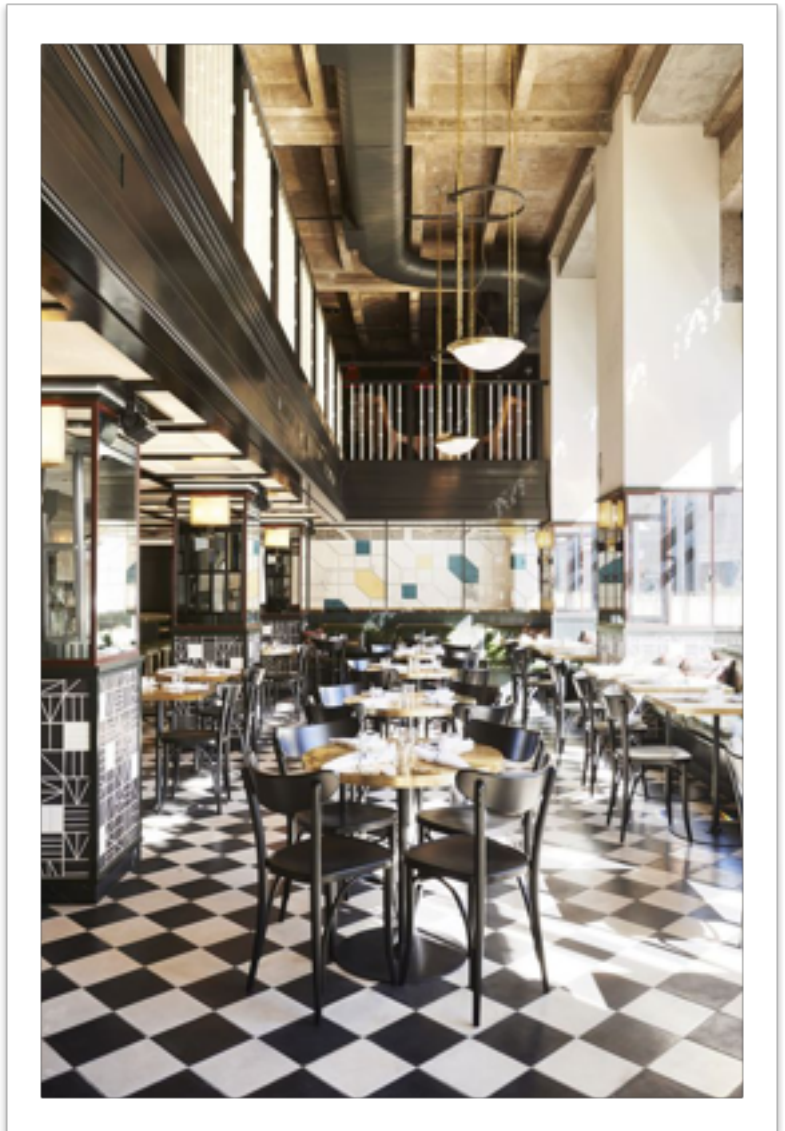
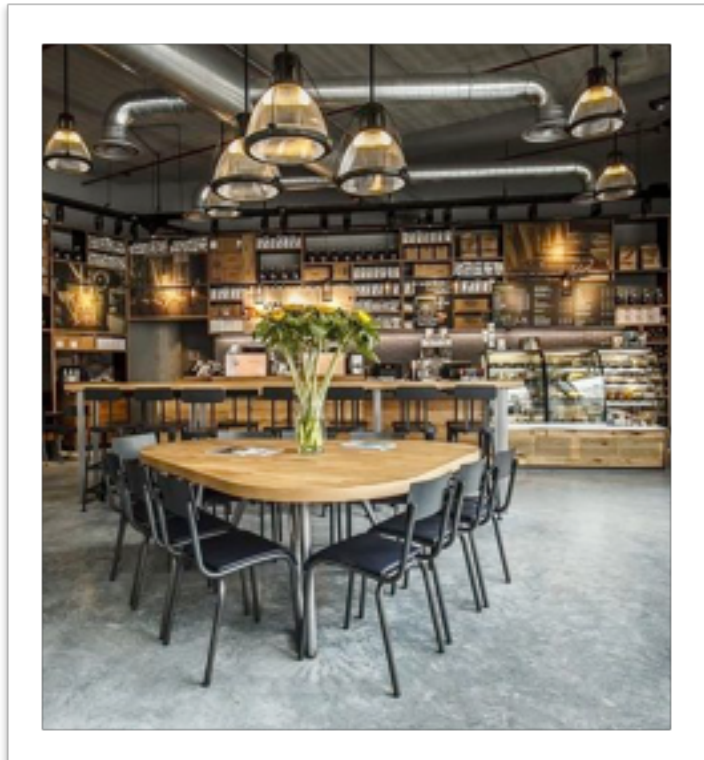
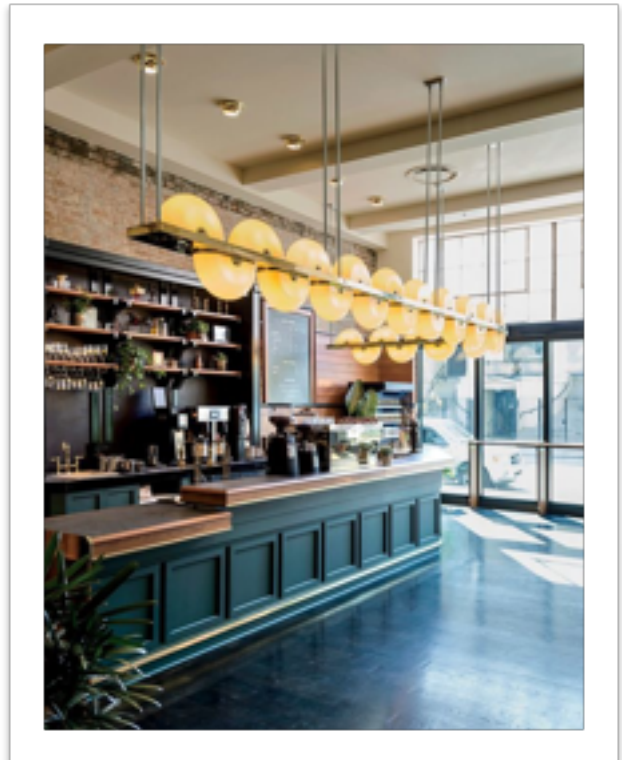
# Jefferson Arms BRAND EMERSION – Hotel Lobby Inspiration



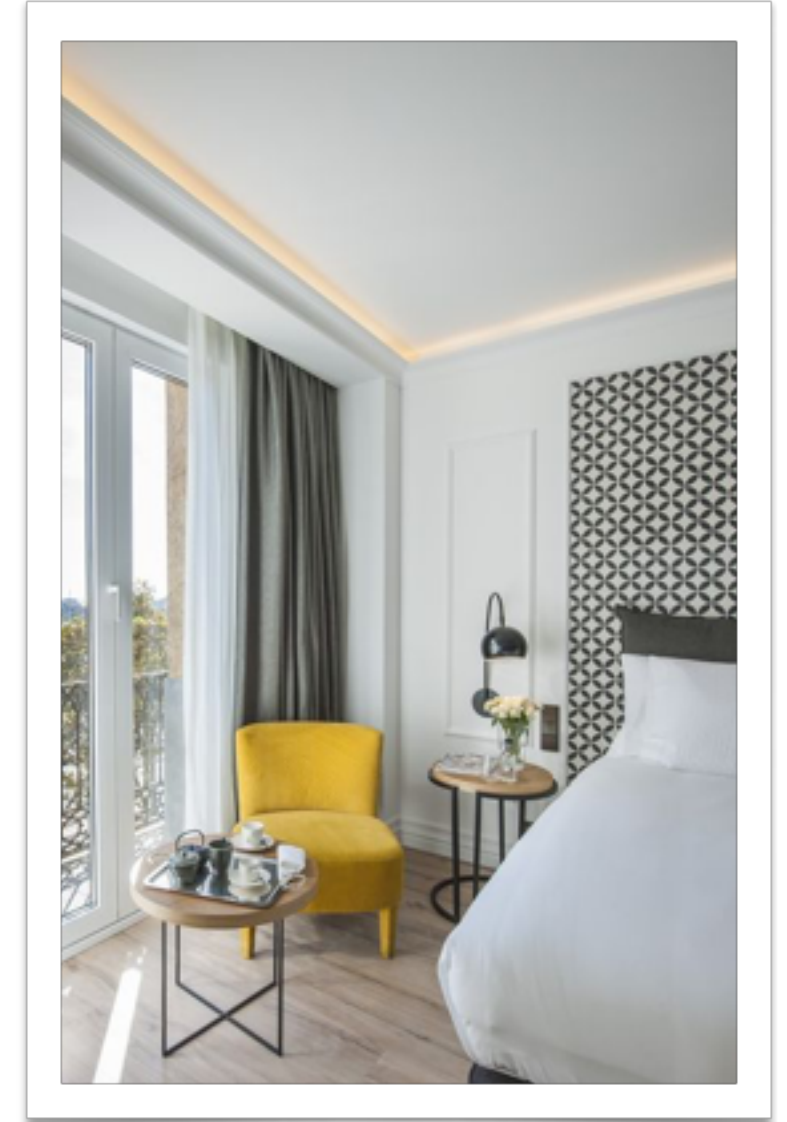
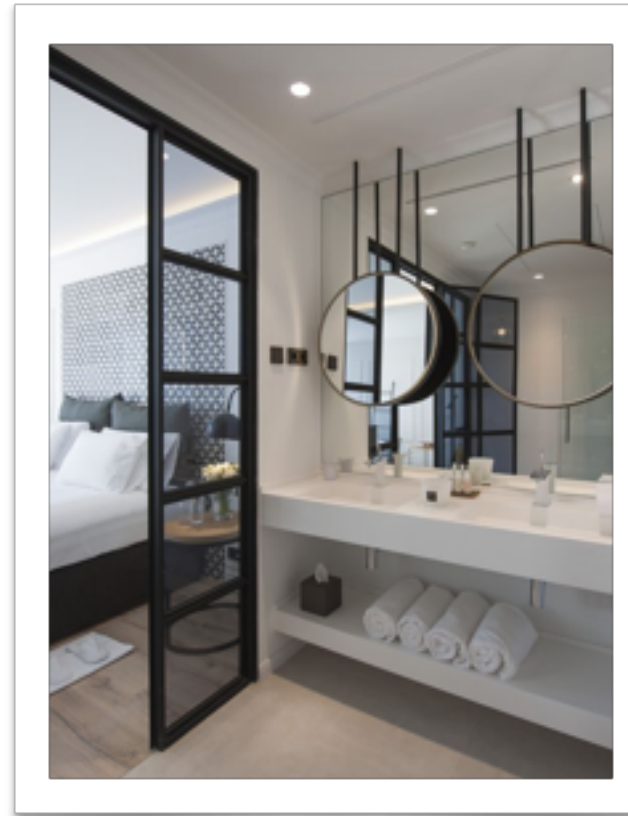
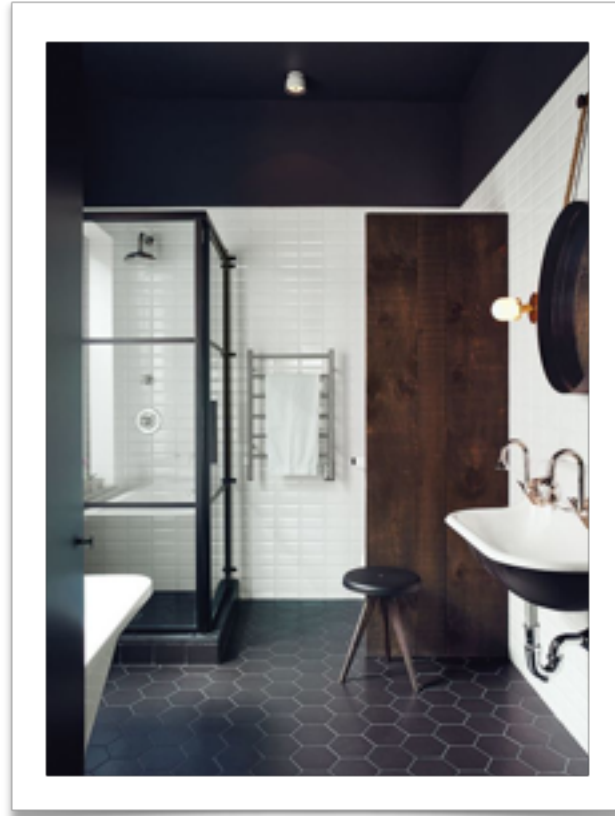
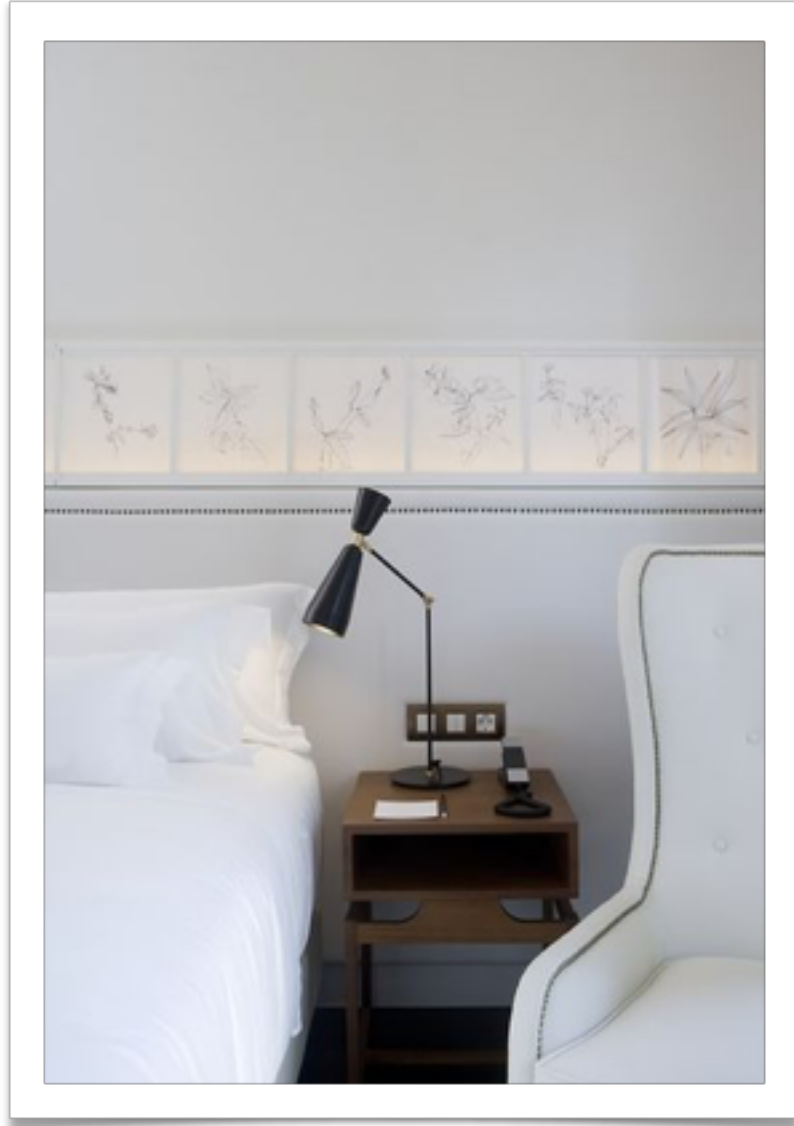
COTTON HOUSE BARCELONA, AUTOGRAPH  
COLLECTION, MARRIOTT HOTELS BY LAZARO VIOLAN



# Jefferson Arms BRAND EMERSION – Hotel Public Area Inspiration

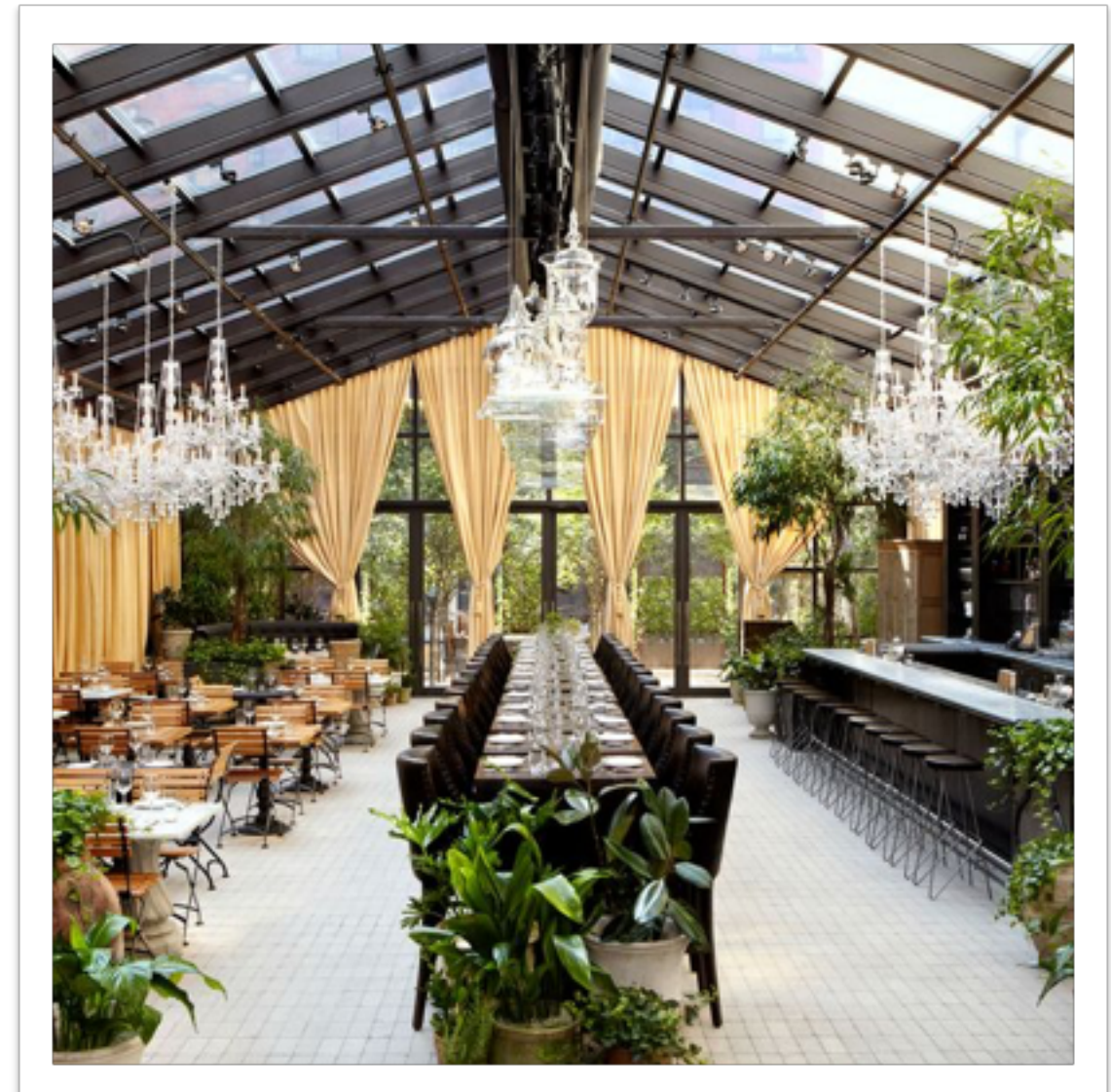
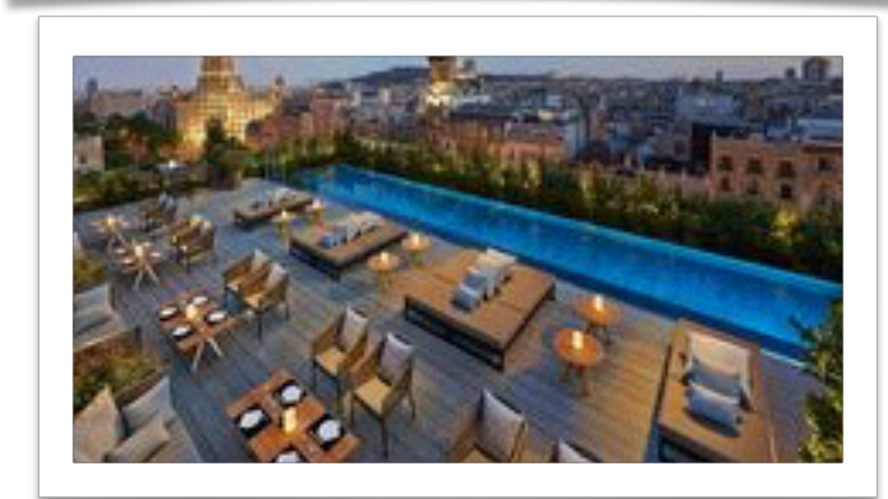
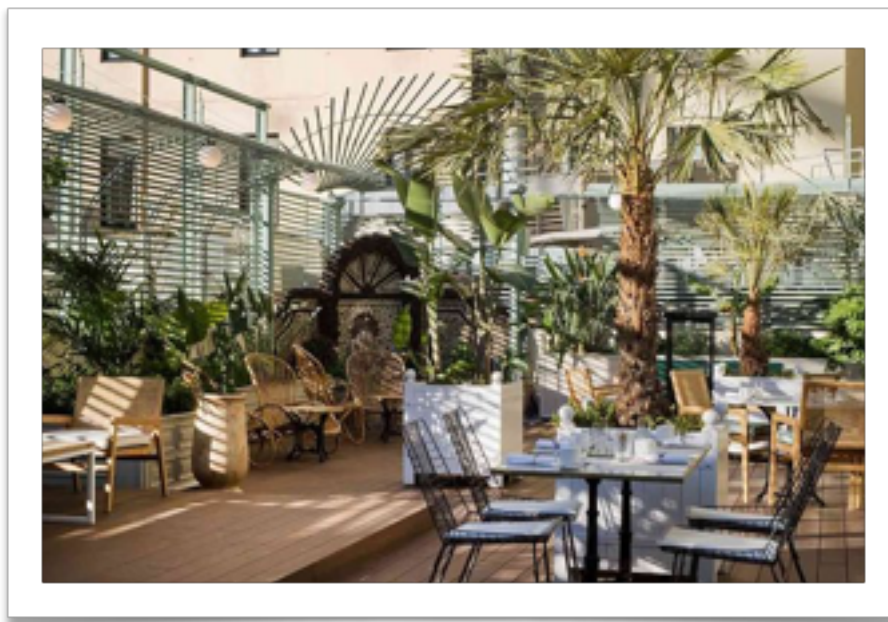
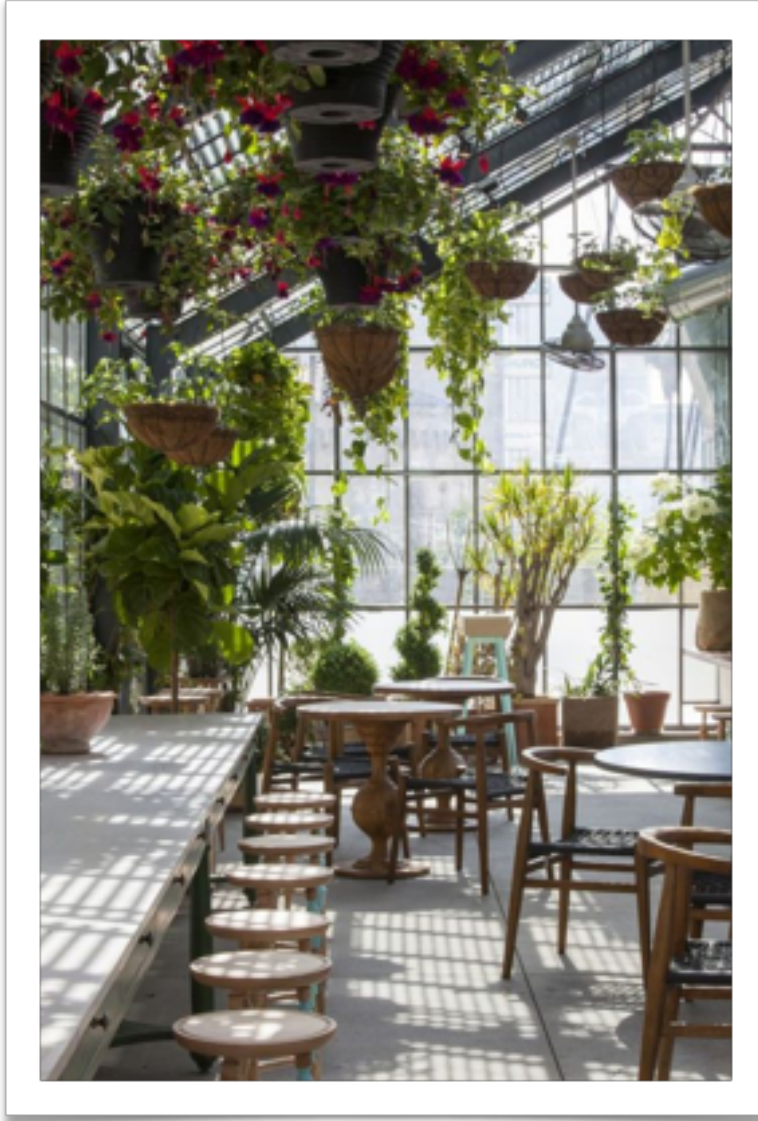


# Jefferson Arms BRAND EMERSION – Hotel Guestroom Inspiration

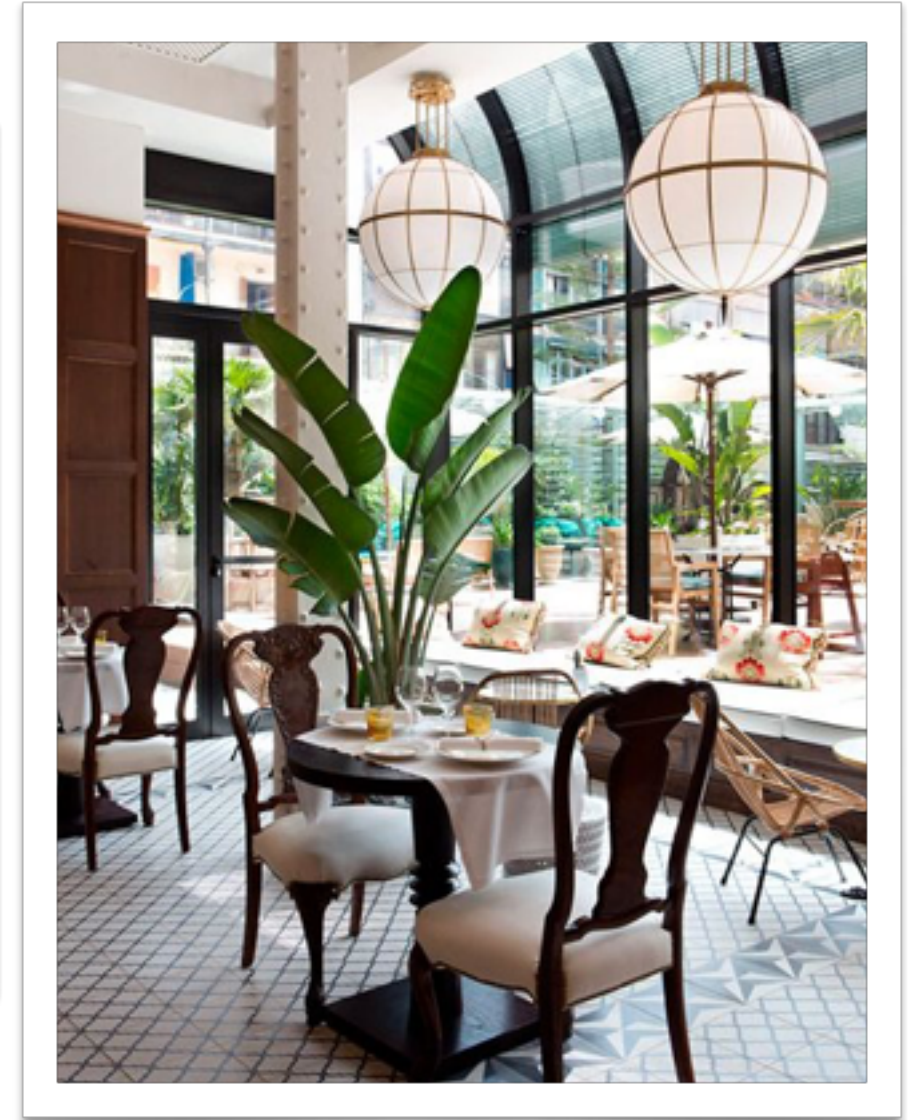


COTTON HOUSE BARCELONA, AUTOGRAPH  
COLLECTION, MARRIOTT HOTELS BY LAZARO VIOLAN

# Jefferson Arms BRAND EMERSION – Hotel Roof Top Inspiration

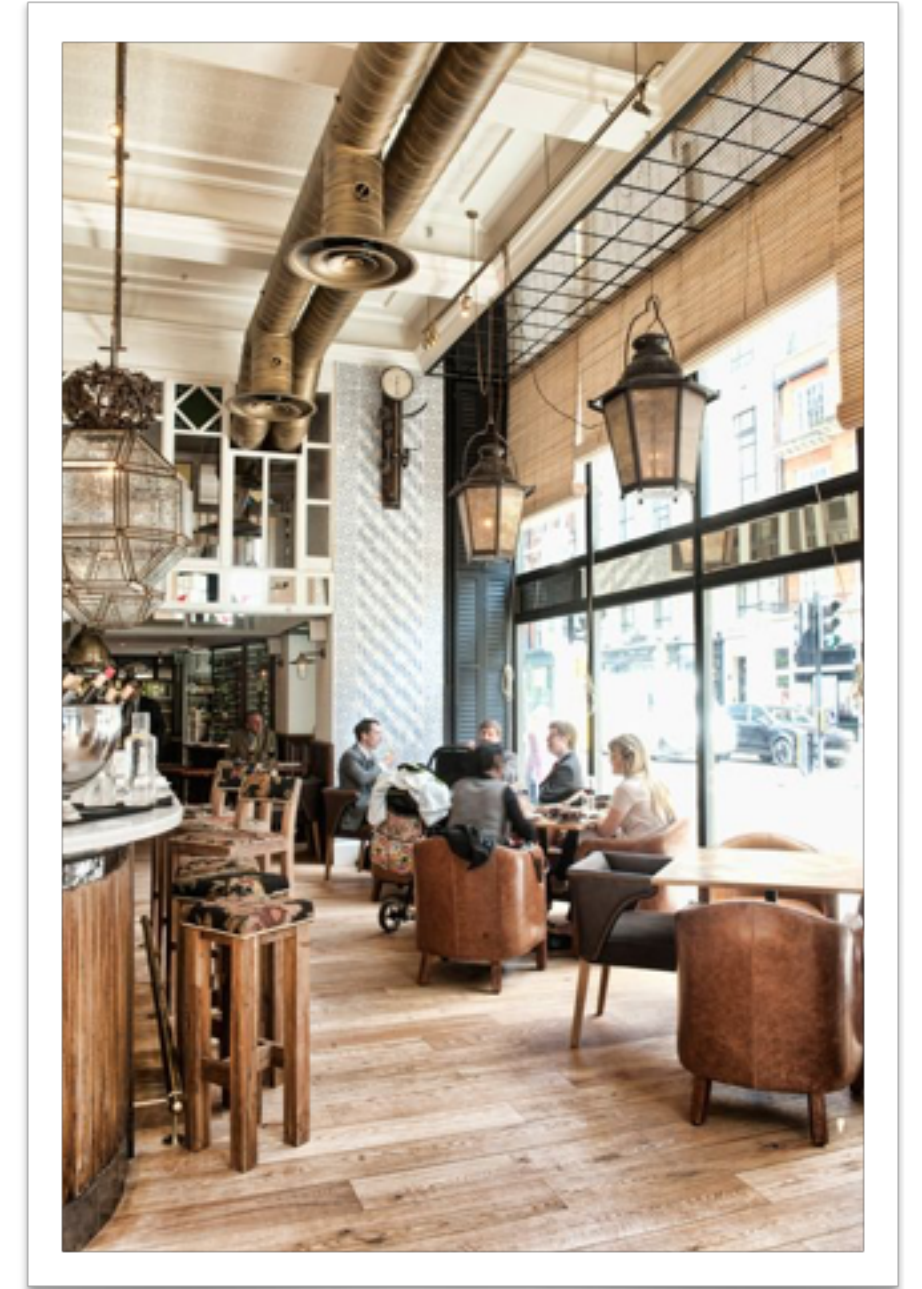


# Jefferson Arms BRAND EMERSION – Hotel Restaurant Inspiration



COTTON HOUSE BARCELONA, AUTOGRAPH COLLECTION, MARRIOTT HOTELS BY LAZARO VIOLAN

# Jefferson Arms BRAND EMERSION – Hotel Restaurant Inspiration



RESTAURANTE IBERIA MARYLEBONE BY LAZARO VIOLAN

# Jefferson Arms BRAND EMERSION – Hotel Restaurant Inspiration



RESTAURANTE BOCA GRANDE BY LAZARO VIOLAN

# Jefferson Arms BRAND EMERSION – Hotel Work and Play



SOHO HOUSE BARCELONA BY LAZARO VIOLAN

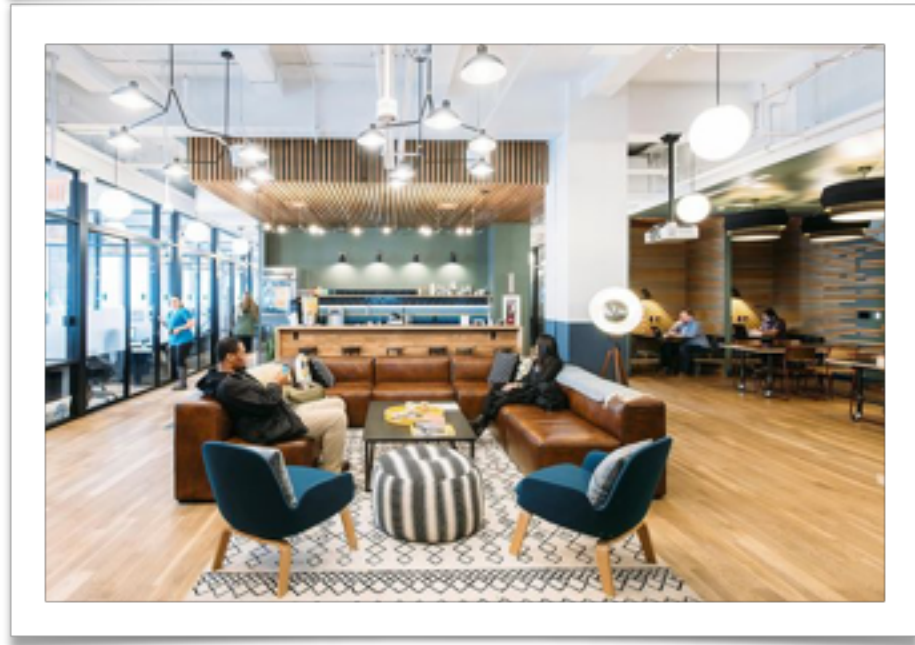
# Jefferson Arms BRAND EMERSION – Hotel Work and Play



BARBER SHOP @ SOHO HOUSE BARCELONA BY LAZARO VIOLAN



# Jefferson Arms BRAND EMERSION – Hotel Work and Play





Lázaro Rosa-Violán,

Interior Design by: **Lázaro Rosa-Violán**

“I am a painter, traveler, and creator of atmospheres” says Spanish born, architect, interior designer and painter, Lazaro who has received acclaim for his work around the world.

“My philosophy has always been based on accessible design. The experience should be greater than the space and for everyone to participate in.” Painter by 8 years old, architect by 20, designer inherently, Lazaro opened his studio in Barcelona in 2002. Here he forged a new style, bridging a background of painting into the new realm of design. His strengths are found in his use of structure, shape and an acute sense of space allowing him to surpass the clients’ wildest expectation.

More than spaces, Lazaro creates atmospheres.