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hotel
Matilda



**HOTEL MATILDA , OPENING SEPTEMBER 2010 IN SAN MIGUEL DE ALLENDE,
FUSES CONTEMPORARY ART, INTERNATIONAL LUXURY & LIFESTYLE
EXPERIENCES TO CREATE A ONE-OF-A-KIND BOUTIQUE HOTEL**

San Miguel de Allende, Mexico, April 21, 2010 – A modern hue will be added to the palette of this famed and historic colonial town, long acclaimed as a thriving haven for rising artists, when Hotel Matilda opens in September 2010. In contrast to 468-year-old San Miguel de Allende’s traditional Old World accommodations, the one-of-a-kind iconoclastic hotel will celebrate the contemporary Latin art scene and the lifestyle of today’s international traveler.

“While the typical hotel in San Miguel de Allende immerses guests in the historical past, Hotel Matilda will embrace the lifestyle of today’s travelers and offer them enriching new cultural and personal experiences,” said Harold Stream, the owner and developer. “From an ambience filled with engaging modern Mexican art to bold new variations on Latin dishes, the hotel will take tradition and move it forward into the future.” <http://www.hotelmatilda.com>

A unique characteristic that distinguishes Hotel Matilda is that it will be a ‘living art gallery’ displaying the works of acclaimed Mexican artists. “Our collection at Hotel Matilda will celebrate the current Mexican art scene and its promising future,” explained Stream. “The energetic and imaginative works of such cutting-edge artists as Aldo Chaparro, Nacho Rodriguez and Bosco Sodi will create a uniquely art-centered environment that will both surprise and delight guests. There will be no other hotel in San Miguel – and probably all of Mexico – showcasing such popular and rising modern-art stars.”

Underscoring the boutique hotel’s commitment to the arts is that it was eponymously named for the subject of a famous painting that will be part of the hotel’s collection. In the 1940s, internationally revered Mexican artist Diego Rivera painted a larger-than-life portrait of Matilda Stream, Harold’s mother. While the original will remain part of the Stream family private collection, a reproduction will hang in the hotel.

Stream has been in the hospitality business since 1972 and has owned a variety of hotels throughout the U.S. and Mexico, as well as several restaurants and a Golf Digest Top 100 Golf Course. As a long-time resident and passionate aficionado of San Miguel de Allende, he has long wanted to create something that was missing here: a truly world-class boutique hotel that embraced his vision of the future of hospitality.

“Soon, savvy and discriminating travelers will be able to pair the beauty and wonders of this magical destination with the refined accommodations, superb dining, innovative spa treatments, relaxing lifestyle and one-of-a-kind art scene of Hotel Matilda,” said Stream.

Hotel Matilda will offer:

- 32 rooms and suites, many with vistas over the dramatic steeple-studded skyline of San Miguel de Allende;
- a gourmet restaurant with garden seating serving contemporary cuisine with regional influences and Latin flair;
- a stylish lounge appealing to guests and local residents alike featuring light dining, a full bar and a patio overlooking San Miguel;
- a spa focusing on personalized beauty and wellness experiences;
- an infinity pool and deck with lounge chairs and umbrellas.

Guest Rooms and Suites: Among the highlights of the accommodations will be a patio or terrace with a lush gardenscape created with potted plants, timeless contemporary décor accented with art works and rugs created by Mexican artisans that are modern variations on traditional designs, and a sliding bathroom mirror that doubles as the window treatment.

Spa Matilda: An intimate haven of comfort and sophistication, Spa Matilda will offer a collection of globally and locally inspired treatments and integrated personal care experiences customized to individual needs and preferences. Set in an intimate and tranquil garden environment, the spa's 4,700 square feet will have four treatment rooms including a couple's room and a Spa Suite with a steam shower and soaking tub, two courtyards, a patio, a Relaxation Lounge for pre- and post-treatment quiet time and fitness and cardio/strength-training facilities. Well thought out, integrated components will set Spa Matilda apart: a signature apothecary showcasing hand-blended products composed of locally-procured artisanal ingredients; a professional staff characterized by technical expertise, seamless execution and attention to detail; a facility design that is a modern and sensual reinterpretation of local design and traditional materials; and active 'Spa en Vivo' experiences bringing guests into direct contact with local nature and culture, such as the nearby hot springs.

Art Collection: A significant collection of contemporary Mexican art will echo and reinforce the artistic soul of a town long known for its art schools that attract budding artists from many countries. The collection will be anchored by permanent pieces and then be continuously refreshed with rotating works. Several acclaimed artists have been commissioned to create major pieces of art specifically for Hotel Matilda including: For a large interior wall, Bosco Sodi, who works with organic matter and color to create intangible energy and intense dialogue; for the boveda ceiling in the lounge, Aldo Chapparo, whose pieces focus on the visual relations between natural and artificial objects; and for behind the Front Desk, Nacho Rodriguez, whose work is characterized by timelessness and the utilization of a diversity of media to explore the meaning of form and blur the lines between art and other disciplines.

Updated Traditional Design: Architecturally, Hotel Matilda will meld the past with the present, i.e. rather than try to recreate old colonial Mexico it will bring the traditional style into today. This will be accomplished by using typical materials and concepts in combination with fresh, clean lines and innovative adaptations, such as the 'Rain Chain' water feature at the entrance that will have water trickling down a chain into an old millstone.

Mexican Materials & Décor: Most of the materials and components being used in the construction and décor are Mexican including: marble from Hidalgo and Puebla states; quarried rock from the state of Queretaro; all of the lighting, interior materials, furnishings and upholstery, which is being hand-crafted by Mexican artisans; and about 80% of the furniture, which will all be custom made.

Green Profile: Hotel Matilda will be the only hotel in San Miguel with a truly green profile. Photovoltaic panels will produce 10-30% of the electricity needs, while solar panels will heat water for guest rooms, the pool, and other uses. Through a local company, organic waste will be composted, while glass, plastic, paper and other inorganic waste will be recycled. The lighting system features automatic controls that dim and shut off lights to reduce energy use.

Indigenous Landscaping: The landscaping will echo the local topography, and complete the green ecological profile, by only using plants that are indigenous to the region. The diverse plantings of common and rare species will create a natural array of colors and textures, both canopies and lower gardens, and varying scents through the seasons of the year.

San Miguel de Allende: Located in Mexico's central highlands and designated a UNESCO World Heritage Site for its pristine architecture dating from the days of Spanish rule, San Miguel de Allende is arguably Mexico's most engaging and beautiful destination. *Condé Nast Traveler's* "Best in the World" list for 2009, named it the #5 city of the Americas.

For many savvy travelers, San Miguel de Allende conjures up magical images of graceful arches, beautiful bell towers, cobbled lanes and walls aflame with red bougainvillea. It's world famous colonial architecture is a legacy of the great wealth that flowed here when the Spaniards extracted and sent home huge amounts of silver from the nearby mines. Its ideal climate – often described as "eternal spring" – and charming and genteel ambience have attracted a large expatriate population along with lively dining and shopping scenes.

San Miguel de Allende embodies the transitional Mexico of today, where one foot is firmly rooted in a history and traditions that still live and the other moving forward into the future – a dual profile that Hotel Matilda will embrace and celebrate. The town harbors Mexico's most intact architecture of the Spanish era and at the same time is beloved for the critical role it played in the revolution to gain independence from Spain. It is a very religious town – with nine 300-to-400-year-old churches in just a three-square-block area in the center – but at the same time open-minded and welcoming to all. There is great diversity here, from every type of artisan and artist to the thousands of U.S., Canadian and European residents to a 200-year-old cloistered convent.

The Creative Team: The architect and general contractor is Marco Martinez Valle Arquitectura, San Miguel de Allende (<http://marcomvalle.com/>)

The interior design is by McAlpine Booth & Ferrier Interiors, Nashville/New York/Atlanta (<http://mbfinteriors.com/>). The spa is being developed by Under a Tree Consulting, Tucson (<http://amymcdonaldandassociates.com/>). The hospitality consultant is Soulity, Miami Beach (<http://soulity.com>). The landscape design is by Sozo Landscaping, San Miguel de Allende/New York (<http://www.sozolandscape.com/site/>). Graphic design and corporate image are by Lechuga Ink, Mexico City (<http://www.lechugaink.com/>).

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<http://www.hotelmatilda.com>