

FAIRMONT OLYMPIC INTRODUCES NEW LOBBY & BOLD LOBBY BAR EXPERIENCE

*First Chapter of Historic Hotel's Major Restoration Project
Set to Open April 30, 2021*



SEATTLE, Wash. (March, 30, 2021) — Fairmont Olympic, Seattle's iconic hotel since 1924, is thrilled to introduce its new lobby and bold lobby bar experience, Olympic Bar. The first chapter of the highly anticipated grand restoration story is set to unveil April 30, 2021 and will showcase a transformed main lobby, new bar and updated event spaces.

“From the moment you walk in, you will feel it. New narratives. New emotions. A new era,” explains Sunny Joseph, Fairmont Olympic General Manager. “The Olympic’s stunning transformation is a tribute to the timeless tale of this hotel – a living expression of the past, present and future of Seattle. Opening the lobby at the end of April sets the stage for a social experience that will bring forth deeper connections with our guests, our community and this great city as we forge a new future together.”

Destined to be Seattle's Hotspot

Predominately featured in the center of the lobby, Olympic Bar fully transforms the space, offering visitors and Seattle locals alike an exquisitely designed stage to gather and connect. With a design that is bold, classic, clean and sumptuous, Olympic Bar will debut as a beacon for drawing new life and rhythm into the heart of the hotel. Glittering details will bring a new sophistication to the historic lobby and new design elements will enchant guests with an ageless glory.

A tribute to the aristocratic adventures of the past and tech masters of tomorrow, Olympic Bar exudes unexpected details and curiosities including a *future* kinetic art installation above the bar, which will transport guests into a whimsical place of imagination. Olympic Bar will present a refined cocktail culture, offering carefully crafted drinks reflective of the city and a wine and beer selection chiefly drawn from the local region. Instagram: @OlympicBarSeattle

Evolving For a New Era

Fairmont Olympic Hotel's \$25 million grand restoration commenced in January 2020, signaling the largest renovation project for the historic hotel in 40 years. The first chapter of the project unveils a fully transformed lobby with breathtaking character that will anchor a bold social experience for guests and locals. The renovation extends to all key event spaces, setting the perfect stage for momentous celebrations. The subsequent chapters of the project, debuting later this year, will showcase a new culinary flagship that will reflect the evolution of the hotel's beloved The Georgian restaurant and introduce an intimate spirit drinker's enclave.

The Olympic Hotel tapped Spanish design studio Lázaro Rosa-Violán (LRV) to create the interior vision and design for the hotel which celebrates its storied grandeur with a lush new vision of Seattle luxury. The space concept presents a strong sense of narrative with subtle reference to classic themes, textures and materials. Parts of the hotel were restored to their original state while other artifacts have repurposed with a new life.

Working in tandem with LRV, Parker-Torres Design Inc. designed the meeting rooms. In 2016, Parker-Torres completed a \$25 million renovation at the hotel which included a total renovation of all guestrooms and corridors.

Seattle's Great Beauty, Reborn

Go behind-the-scenes of our grand restoration by viewing our time-lapse video series on our [YouTube channel](#). Follow us on our social platforms as we unveil all the glittering details of our transformation and enter a new era.

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About Fairmont Olympic Hotel

Fairmont Olympic has been Seattle's most celebrated social address since opening in 1924. On the site of the original University of Washington campus, the hotel spans an entire city block and was revitalized and reopened in 1982. The Olympic hotel was built as a unique private and public partnership and has been a source of community pride and the city's most glamorous events for more than 95 years.

About Fairmont

Fairmont Hotels & Resorts is where occasions are celebrated and history is made. Landmark hotels with unrivalled presence, authentic experiences and unforgettable moments have attracted visitors to Fairmont and its destinations since 1907. The Plaza in New York City, The Savoy in London, Fairmont San Francisco, Fairmont Banff Springs and Fairmont Peace Hotel in Shanghai are but a few of these iconic luxury hotels, forever linked to the special places where they reside. Famous for its engaging service, grand public spaces, locally inspired cuisine and celebrated bars and lounges, Fairmont promises a special brand of thoughtful luxury that will be remembered long after any visit. With a worldwide portfolio of more than 80 hotels, Fairmont also takes great pride in its deep community roots and leadership in sustainability. Fairmont is part of Accor, a world leading hospitality group consisting of more than 5,000 properties and 10,000 food and beverage venues throughout 110 countries. fairmont.com | all.accor.com | group.accor.com

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