

THE LODGE AT WOODLOCH UNVEILS MULTI-MILLION DOLLAR ROOM RENOVATION

Crisp, cool, and clean with biophilic design inspiration



Photo Credit: Andrea Killam Photography for The Lodge at Woodloch

For Immediate Release: The Lodge at Woodloch is thrilled to unveil fully renovated guest rooms this winter. As crisp and airy as the season, the award-winning destination spa resort features thoughtful design that draws inspiration from the expansive woodland surroundings. JCJ Architecture was selected to help re-imagine the look and feel of the 59 guest rooms to showcase the spacious rooms while aligning with the nature that inspired the original architecture and continue to guide the programming and spa offerings.

In keeping with The Lodge at Woodloch's philosophy to "let nature nurture," furnishing, carpeting, and painting updates have all been made to enhance the nature-inspired decor central to the property's design. The decor draws inspiration from its lush natural surroundings with the use of stone, wood, earth tones, and paintings by local artists.

To celebrate the sense of place, a core value of The Lodge at Woodloch, JCJ Architecture aimed to source furniture and design elements that support local businesses. The furniture selected was not only used as an element to create a sense of calm but also as a means of celebrating the landscape of Hawley. Design elements such as stump-like side tables, muted earth tones, and warm wood grains help to blend the threshold between the interior and exterior. To enhance the sense of luxury, the design leaned into the natural elements with a sense of modern elegance so that it did not feel rustic but instead light, bright, and airy. The custom-designed headboard, nightstands, and desk came from a vendor local to Pittsburgh.

To add convenience and purpose to the pieces, there are integrated power outlets within the light fixtures and desk shelf. Additionally, there are stone-look tops on all nightstands and desks, which balance the aesthetic of the nature-forward design with durability and sustainability.



Another nod to supporting local businesses is the artwork selected. Procured by Eaton Fine Art, each Pennsylvania artist was hand-selected based on their ability to highlight the beautiful environment. All artwork is black and white and features native plants, trees, and wildlife. The boldness of the black and white imagery adds a stark contrast to the calm neutral tones of the furnishings and wall finishes. Another unique design aspect that brings in a sense of glamour is the shimmering wallcovering that elegantly mimics tree bark.

Noteworthy technological upgrades have been made to the rooms as well including improved wireless speeds and the ability to cast media content from a guest's phone to the television.

One of the brightest changes in the guest rooms is the bathroom mirrors. New mirrors were sourced to address guest feedback for enhanced lighting, including framed makeup lighting and contemporary sconces. "I'm convinced the new mirror can make an ogre's reflection look like royalty," shares Megan Lamontagne of JCJ Architecture. "The sconces add a little décor to the space, some visual jewelry if you will."

"The timing of the renovation worked to our advantage to make the most of rooms that were not being sold late in the pandemic. Additionally, guests truly appreciate the re-investment into The Lodge at Woodloch. This appreciation of our commitment is reflected in our extraordinarily high return-guest rate," shares John Kiesendahl, Managing Partner. "Wowing the guests and seeing them return time and time again makes it all worth it."

About The Lodge at Woodloch:

The Lodge at Woodloch is one of the finest all-inclusive luxury destination spa resorts in the U.S., offering complete spa programs, treatments, outdoor adventure activities, golf, classes and packages in a pristine mountain retreat environment. Located on over 400+ wooded acres with a private lake in the Lake Region of Northeast Pennsylvania, The Lodge provides an oasis for personal awakening and renewal just 2 ½ hours outside of New York City. The award-winning property features 59 luxury accommodations, a 40,000-square-foot spa, a gourmet restaurant, and more. Additional information and reservations are available toll-free at 1-800-WOODLOCH or visit TheLodgeatWoodloch.com, [Facebook.com/LodgeAtWoodloch](https://www.facebook.com/LodgeAtWoodloch), [Twitter \(@LodgeatWoodloch\)](https://twitter.com/LodgeatWoodloch), and [Instagram \(@TheLodgeatWoodloch\)](https://www.instagram.com/TheLodgeatWoodloch).

About JCJ Architecture:

JCJ Architecture is a forward-thinking and nationally-ranked planning, architecture and interior design practice offering comprehensive services to clients in the public and private sector. JCJ focuses on bringing the qualities of adaptability, integrity, respect and collaboration to a design process that leverages the unique qualities and potential of each project. Founded in 1936, the employee-owned firm's mission is to provide innovative design solutions that enhance the environment, enrich people's lives and help organizations succeed. Visit jcj.com, [Facebook.com/JCJArchitecture120/](https://www.facebook.com/JCJArchitecture120/), [Twitter \(@JCJArchitecture120\)](https://twitter.com/JCJArchitecture120), and [Instagram \(@jcjarchitecture\)](https://www.instagram.com/jcjarchitecture).

MEDIA CONTACT: Erica Bloch, Associate Director of Communications

570.685.8072 | erica.bloch@woodloch.com

109 RIVER BIRCH LANE
HAWLEY, PA 18428
800.WOODLOCH