



Ultra-Luxury Hotel and Residence Selects VisionArt

Fine Art Television Concealment Provides Exceptional Luxury to New Development, The Mansion on Peachtree, A Rosewood Hotel

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ATLANTA--(BUSINESS WIRE)--Today VisionArt is pleased to announce the inclusion of its custom-made fine art television concealment system, VisionArt™, in the new ultra-luxury hotel and residence, The Mansion on Peachtree, A Rosewood Hotel.

Designed by noted American architect Robert Stern, the slender 42-story property will feature an exterior crafted from classically inspired pre-cast replica stone. The Mansion on Peachtree, with its 127 keyed rooms and 45 residential units managed by ultra-luxury hotelier Rosewood Hotels & Resorts, will offer guests and residents the highest quality of amenities and services on an intimate scale unmatched anywhere in the city.

In harmony with the unparalleled aesthetic of an ultra-luxury property and the design of one of America's most respected architects, VisionArt is a custom-made retracting fine art canvas system hand-crafted exclusively at the company's studio in Costa Mesa, Calif. VisionArt's unique high-quality system conceals plasma, LCD televisions and electronics behind framed fine art prints.

"Delivering a superior lifestyle experience into the upper echelon of destinations and residences is our business and The Mansion on Peachtree, A Rosewood Hotel is the first guest property in the country offering television concealment in every room," said John M. Scott III, president and CEO of Rosewood Hotels & Resorts. "The goal is to offer only the best and to this end, the perfection is in the details. Working with VisionArt, our interior designers can deliver the wide range of dramatic detail that our clients expect from a property of this excellence."

What denotes luxury?

Lots of properties call themselves luxury, but what are the real elements of luxury? A luxury hotel or residence is an elite property which exhibits an exceptionally high degree of customer service and hospitality. A luxury hotel and residence also features a superb architectural exterior and interior design as well as an interesting physical location.

The whole is greater than its parts

True world-class status is only achieved when a hotel or resort combines the traditions of its community with exceptional service, a luxury product and incredible attention to detail. To this end, VisionArt recognizes that one of the biggest challenges facing luxury property owners, architects and interior designers today is how to incorporate large-format televisions and other electronic systems into designed spaces without compromising aesthetics.

Exemplary choices

In Atlanta's new The Mansion on Peachtree, each room will include a unique VisionArt fine art canvas and hand-crafted fine art concealment system. VisionArt has contracted directly with today's most acclaimed artists and photographers to offer exclusive contemporary fine art.

"This beautiful property came to us for our customized fine art services and the simple fact that concealed electronics, and concealed television in particular, imparts the look of understated elegance and refinement," said Dave Froerer, vice president of VisionArt. "Initially, the fact that all the electronics are concealed by fine art will be extremely impressive to residents and guests. However, we also expect they will grow accustomed to the VisionArt aesthetic, much as they expect exceptional service and state-of-the-art amenities. Because of this VisionArt is a perfect fit for this property."

About Rosewood Hotels & Resorts

Headquartered in Dallas, Texas, Rosewood Hotels & Resorts manages properties worldwide including Rosewood Mansion on Turtle Creek and Hotel Crescent Court in Dallas, The Carlyle in New York, CordeValle in San Martin, California, Inn of the Anasazi in Santa Fe, Las Ventanas al Paraíso in Los Cabos, Mexico, Hotel Seiyo Ginza in Tokyo, Japan, and a triumvirate of world-class Caribbean properties – Rosewood Little Dix Bay on Virgin Gorda, Caneel Bay on St. John and Jumby Bay on Antigua. For more information on Rosewood Hotels & Resorts, please call 888-ROSEWOOD, or visit www.rosewoodhotels.com.

About VisionArt

VisionArt offers the highest quality audio video concealment systems, hand-crafted frames and limited edition fine art prints. VisionArt™ is a fully customizable system with hardware and art services. Retail pricing is based on the concealment system, fine art, frames, matting and accessories.

To find a showroom or representative, visit www.visionartgalleries.com, or call VisionArt at (866) 432-4353.

Contacts

For Non-Press Inquires: