

MODERN LUXURY

# PEAK



BODE MILLER

ASPEN-SNOWMASS BOULDER BEAVER CREEK BRECKENRIDGE CRESTED BUTTE DENVER STEAMBOAT TELLURIDE VAIL





An OG hotel in Snowmass gets a massive makeover, including a spacious, light-filled lobby bar that's perfect for gathering.

# SLOPESIDE SANCTUARY

THE NEW VIEWLINE RESORT SNOWMASS IS A NOSTALGIC YET MODERN TAKE ON A LEGACY SNOWMASS HOTEL.

BY HELEN OLSSON

FOLLOWING A \$40 MILLION renovation, the Viewline Resort Snowmass, Autograph Collection ([viewlineresortsnovmass.com](http://viewlineresortsnovmass.com)) opened in February 2022, completely transforming the former Westin Snowmass, one of the original hotels set on the historic Snowmass Mall.

“Design details evoke a modern interpretation of the 1960s ethos,” says Benjamin Nicholas, senior principal at The Gettys Group, which oversaw the renovations of the guest rooms and common spaces. The hotel’s new design pays homage to the property’s history. The hotel originally opened as Silver Tree Inn in 1967—the same year Snowmass

opened its slopes to skiers. The hotel evolved over time, becoming the Westin Snowmass in 2012. “Our spaces embody a 21st century 1960s modern design,” Nicholas says. “It’s what we like to call ‘mid mountain mod.’”

Viewline recently joined Marriott Bonvoy’s Autograph Collection, a lineup of independent boutique hotels that Marriott handpicks for their originality, sense of place and connection to the local surroundings. The collection includes the Jacquard in Cherry Creek and The Hythe in Vail.

Viewline has 254 guest rooms (including 20 suites), a ski concierge and a heated mountainside pool. Guests can enjoy an après-ski cocktail in

the reimagined and sprawling Lobby Bar, which spills out onto a terraced, three-level outdoor deck. Gettys Group reenvisioned the lobby to create an arrival experience with impact. The original bar was relocated and Gettys designed the two-story back bar to anchor the space. “The handcarved feature celebrates the midcentury history of Snowmass while bringing warmth to the space,” Nicholas says.

Throughout the hotel, you’ll find timeless textures rooted in nature. Cross-country ski tracks scribe patterns on carpets, and the reception counter at Lupine Spa, a full-service ayurvedic wellness destination, is crafted from locally sourced granite. The spa also has a relaxation area, oversized steam rooms and an oxygen bar.

With a range of dining concepts in-house, the hotel feels self-contained. Viewline tapped the design chops of Denver firm Ring on Hook to create Stark’s Alpine Grill, serving innovative American fare in an upscale tavern-style space. In the morning, skiers can swing by the hotel’s First Chair coffee bar before clicking in. What hasn’t changed: The hotel remains blissfully ski-in, ski-out.