



KOHLER.

The Bold Look of Hospitality

[DESIGN THINKING]
KOHLER® CASE STUDY SERIES

For more than a century, KOHLER has executed industry-leading hospitality design through its portfolio of hotels and spas



Lodge Kohler, located adjacent to the Green Bay Packers home turf Lambeau Field, is the most recent luxury hotel project in the hospitality portfolio of KOHLER®

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ince 1873, Kohler Co. has been a leader in design-forward kitchen and bath plumbing products. Steeped in a tradition of craftsmanship, the brand has become synonymous with innovation and excellence for its elegantly functional products. To complement this, Kohler's passion and affinity toward design has extended beyond product design to hospitality for more than 100 years.

Destination Kohler, the hospitality and real estate business of Kohler, operates a global portfolio of boutique hotels, luxury spas and private clubs—destinations that treat thousands of guests to memorable experiences each year. Destination Kohler properties not only feature the award-winning products KOHLER is known for, but each is conceptualized, designed and specified from the ground up by the company's in-house architectural team, Kohler Architecture & Interior Design.

Lodge Kohler

- » LOCATION:
Green Bay, WI
- » DEVELOPER:
Destination Kohler
- » ARCHITECTS & DESIGNERS:
Kohler Architecture & Interior Design and Elness Swenson Graham Architects

Opposite: In order to create an authentic, synergistic relationship between a sophisticated hotel experience and football, the design team connected the artistry of Kohler to the artistry of sport, giving Lodge Kohler the feel of an upscale fraternal lodge and featuring historic black-and-white photos of the Green Bay Packers throughout the space.

We found a way to link the artistry of Kohler to the artistry of sport. We didn't want a superficial theme, we wanted a theme that met the core values of our brand and this stayed true to that path.

Understanding all aspects of the architectural design process, and how KOHLER® products look and perform within it, is crucial to the company's success as a trusted design partner for architects and designers. That success is due in part to KOHLER engaging in the very creative processes that hospitality architects and designers undertake every day—the same objectives of turning building challenges into possibilities, the same goals of engaging and delighting from concept through execution.

Exploring Lodge Kohler

That expertise is on full display with the company's most recent project: Lodge Kohler, an immersive hotel located 100 yards from Lambeau Field—home to the Green Bay Packers American football team. The hotel was designed to meet AAA four-diamond standards, a designation that recognizes stylish physical attributes, extensive amenities and a high degree of hospitality, service and attention to detail. It also offers premium access to the stadium, along with a unique experience that rivals the world's best luxury hospitality experiences.

"Much like KOHLER, the Green Bay Packers are a well-known and historic brand with a passionate following and fan base," explains Tim Andreas, Director of Architecture and Interior Design at Kohler. "While we wanted to make our presence known at the field and expand our hospitality offerings, we needed to create something special."

The challenge was in solving how a sophisticated four-diamond experience relates to the world of American football.

In order to create an authentic, synergistic relationship between the two entities, Andreas and his team relied on a unique combination of aesthetics and storytelling.

"We found a way to link the artistry of KOHLER to the artistry of sport," says Andreas. "We didn't want a superficial theme, we wanted a theme that met the core values of our brand and this stayed true to that path."

Aesthetically, Andreas and his team set out to capture the feeling of a fraternal lodge for guests looking for an authentic Green Bay Packers experience. Throughout the hotel, that aesthetic plays out in varied materials, finishes and experiences.

Since fraternal lodges often have brick, rich woods and classical architecture—much like The American Club® and other Destination Kohler properties—this was a symbolic way to link the two brands. Andreas and his team also

manipulated the architecture to incorporate the brick exterior of Kohler headquarters and other Destination Kohler properties. The design team wrapped the building around a central courtyard and incorporated indoor plant material, grass colors and iridescent glass.

"We ultimately used five different types of brick blends in order to tie the lobby together with the Kohler campus, along with luxurious finishes and fixtures," Andreas explains. "Rich greens and golds, harkening back to the Packers, helped round out the aesthetic."

Andreas and his team incorporated a number of KOHLER products throughout the hotel, blending technology and design to create a unique experience for guests.

Individual guestroom features a spa-like retreat complete with Real Rain™ Overhead Shower Panels. These expertly crafted fixtures mimic real rainfall down to the infinitesimal drop. Designed with a water reservoir that relies on gravity to shape the individual raindrops, its unique nozzle geometry produces drops that build in speed and strength until the shower sounds and feels like a summer rainstorm.

Each shower panel is controlled by the brand's DTV Prompt® Digital Shower Interface and Valve. The easy-to-use system puts each guest in total control of their shower experience. A large, intuitive display gives them the freedom to design multiple configurations of sprays, while digital thermostatic valve technology guarantees accurate, safe temperature control.

Kohler Co. owns a family of elite brands that help bring total design solutions to any residential, commercial or hospitality space. Specifically used in Lodge Kohler are Ann Sacks tile, Robern Lighted mirrors and Hytec shower bases. Additional bathroom features include luxurious Abrazo® freestanding tubs, Artist Editions sinks and Artifacts® faucets. It all combines for functionality that offers superior comfort for guests and a sophisticated design aesthetic.

This aesthetic extends to the pool and spa. Here, glazed bricks and tiles reference plant material and once again bring in the greens and golds of the Packers. It also helps create an indoor-outdoor feel with weathered woods and natural materials, fabrics, textures and patterns.

The hotel's panoramic bar and fifth-floor restaurant also feature a direct visual line to the Packers: unparalleled views of the stadium. Two private dining rooms are available for meals and events that take game day to a whole new level. Additional hotel amenities include an indoor pool, café with outdoor terrace seating, enhanced fitness facility and a full-service Kohler Waters Spa.



One of the last parts of the design process was the curation of photography and artwork. The design team came into contact with a family that possessed a catalogue of never-before-published images of the team from this package. They licensed images of the team from this package, selecting specific games and moments from the team's history to use throughout the space. Key images that reflect the artistry and athleticism of sport, all in black-and-white, capture the true essence of the team and the game.

An Evolving Legacy of Hospitality Design Excellence

In addition to Lodge Kohler, the Destination Kohler portfolio includes The American Club, the Inn on Woodlake, Sandhill, Riverbend and The Old Course Hotel at St. Andrews Scotland. Developed over 100 years, this collection of premier hospitality properties has provided KOHLER with the opportunity to refine its understanding of overcoming architectural and design challenges in new and innovative ways.





Hospitality at a Glance

Lodge Kohler offers a variety of features and amenities to ensure guests' comfort

- » 144 guest rooms and suites that feature custom-designed KOHLER® bathrooms
- » Located just steps from Lambeau Field, home of the Green Bay Packers
- » Hand-selected artwork that was curated from the photography archives of the Green Bay Packers
- » KOHLER Waters Spa at Lodge Kohler includes a coed sauna, steam room, cool plunge pool and a state-of-the-art Hydromassage Pool
- » Taverne in the Sky, the hotel's fifth-floor restaurant with a panoramic bar and extensive wine selection
- » Leaps & Bounds Café, a casual dining experience featuring an outdoor terrace





The first property, The American Club®, opened in 1918 adjacent to the then brand-new Kohler factory, four miles outside of Sheboygan, WI. It was originally created to provide workers immigrating from Europe, Russia and the United States with a comfortable, inviting dormitory that would include a pub, bowling alley and barbershop. It housed immigrants and their families for just \$27.50 a month, complete with lessons in citizenship and the English language. The stately Tudor-style building soon came to define the Village of Kohler, serving as a welcoming home to thousands of workers in its early life. The American Club was renovated in late 1970s and reopened in 1981 as The American Club Forbes 5-star 5-diamond hotel that it is today.

Today, that hospitality continues in the form of a full-service boutique hotel that has earned a Forbes Five-Star and AAA 5-diamond rating. The adjacent Carriage House at The American Club, home to Kohler Waters Spa, provides the same renowned service with a more contemporary ambience.

Just steps from The American Club and the Kohler Design Center, the Inn on Woodlake features picturesque views of the Wisconsin countryside. The serene 138-room hotel boasts boutique-style guest rooms that are ideal for the thousands of golfers and spectators who visit the Blackwolf Run® and Whistling Straits golf courses each year.

More than just a private cabin, Sandhill is a perfectly secluded retreat: an upland bird-hunting haven surrounded by nature and brimming with charm. Nestled on 350 acres in the wilderness of Mosel, Wisconsin, it is close enough to enjoy the amenities of The American Club, yet far enough away to consider it your very own corner of the universe. Exquisitely appointed and teeming with outdoor activities, Sandhill is made for those with an appreciation of nature, tranquility and the finer things in life.

Riverbend is 16th century English Tudor-style mansion built in 1921 and finished in 1923 as a family residence for Walter Kohler, then-Governor of the state of Wisconsin. The grounds were landscaped in the English tradition to accentuate the natural beauty of the site that captivated Walter and his wife Charlotte. The house was later acquired from Walter's descendants by the National Trust for Historic Preservation. Kohler eventually purchased Riverbend in 1985, expanding it in 2001 and re-opening the facility as an exclusive private membership club.

Across the Atlantic Ocean, the Old Course Hotel, Golf Resort & Spa borders the renowned 17th Road Hole of the Old Course golf course in St. Andrews, Scotland. With a combination of classically elegant and contemporary interiors, the hotel offers impeccable service, luxurious facilities and a warm welcome in the finest traditions of Scottish hospitality.

The Future of Destination Kohler

Kohler's experience in designing and operating hospitality properties, combined with the brand's longtime commitment to conceptualizing and executing cutting-edge plumbing products for bathrooms and kitchens, has led Kohler to time-tested expertise in the world of hospitality design. It has also contributed valuable experience in working with their partners, providing architects, designers and specifiers with a wealth of research and real-world applications.

Just as Destination Kohler continues to provide world-class hospitality experiences, Kohler product designers continue to craft world-class plumbing products for bathrooms and kitchens. From The American Club to Lodge Kohler, these properties are living proof that honoring the past can lead to a smarter, more innovative future. This is the bold look of hospitality.

Opposite, clockwise from top: The bathrooms in Kohler Co. hospitality properties feature clean, modern design. The Old Course Hotel in St. Andrews, Scotland, features gorgeous views of the famous links. The American Club, the very first Kohler hospitality property, opened in 1918.

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LODGE KOHLER KOHLER® Products Used

- » Real Rain™ Overhead Shower Panel
- » DTV Prompt® Digital Shower Interface and Valve
- » Abrazo® Freestanding Bathtubs
- » Artist Editions Shagreen Sinks

- » Artist Editions Briolette Glass Sinks
- » Artist Editions Derring Sinks
- » Robern Lighted Mirrors
- » Artifacts® Faucets

- » Veil Wall Hung Toilet
- » Symbol Single Handle Bathroom Sink Faucet
- » Hytec Kendale Shower Receptor
- » Exhale Showerheads & Handshowers
- » Ann Sacks Tile

- » Purist Freestanding Bath Filler
- » Stillness Freestanding Bath Filler
- » Composed™ Single-Handle Bathroom Sink Faucet with Joystick Handle
- » Margaux Tall Single-hole Bathroom Faucet

Each room at Lodge Kohler features a custom designed bathroom with KOHLER® fixtures.



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For more information on Destination Kohler and the company's global portfolio of properties, visit [destinationkohler.com](https://www.destinationkohler.com)