



## PRESS RELEASE

### **Sedona Rouge Hotel & Spa Unveils “GlasScape”**

#### **Unique Public Art Reflects Stunning Sedona Landscape**

SEDONA, AZ.– Sedona Rouge Hotel & Spa is pleased to announce the unveiling of “GlasScape,” a multifaceted glass art piece that graces the front entrance of the new up-scale hotel and resort. Designed by award-winning local artists Joanne Hiscox and David Haskell, the piece pays dramatic tribute to the area’s fabled Red Rock formations while establishing a dynamic harmony between the resort and its magnificent natural surroundings.

“Because of the hotel’s highly unusual glass *porte cochere*, we immediately began to explore options for an art piece that would complement that theme,” said Hiscox. “The combined effect is not only visually stunning, but the interplay of Sedona’s distinctive natural light with the glasswork installations creates a constantly changing natural phenomenon that is both incredibly inviting and beautifully reflective of the qualities that make Sedona such a special place.”

Composed of 11 freestanding glass monoliths that mimic the strata of the fabled Red Rocks that surround the upscale property, “GlasScape” reflects in a stylized form the breathtaking landscape of Sedona. The installation faces southeast, allowing the warm color saturation of the custom glass to glow in the sun and cast colored shadows across adjacent interior floors. Due to its outdoor placement, the public will be able to enjoy the singular warmth and luminosity of Sedona Rouge’s “GlasScape” throughout the day and into early evening.

“We’re extremely pleased and excited to unveil ‘GlasScape’ as part of our contribution to the City of Sedona,” said General Manager Ed Conway. “The installation exceeds the city’s Art in Public Development Ordinance requirements and represents a significant increase over our original public art budget, but seeing the finished project in all its glory makes it all worthwhile.”

The project was designed and engineered in consultation with Cesar Glass of Phoenix, a world-renowned custom glass company specializing in indoor and outdoor artistic glass installations in corporate and public buildings and associated grounds.

Centrally located, Sedona Rouge Hotel & Spa's 77 guestrooms, which include four suites and seven Spa rooms, are minutes from Uptown Sedona, Tlaquepaque Arts & Crafts Village and Gallery Row. Adjacent to boundless acres of designated National Forest land, Sedona Rouge also provides the ideal home base for exploring Sedona's world of outdoor adventures -- from Jeep tours of the Red Rock landscape to day trips to the Grand Canyon -- and stunningly beautiful landscapes.

Sedona Rouge is vastly different from other luxury hotels in the Sedona area; instead of the "standard" architectural vernacular of the Southwest, Sedona Rouge has instead invoked Spanish Mediterranean architectural elements to create a sense of serenity and sophistication. The result is a unique expression of style that informs everything from the charming, 500-year-old Tunisian wrought iron window work to the welcoming Moroccan/Moorish enchantment of the interior décor.

The Spa at Sedona Rouge, set apart from the main hotel, offers an exceptionally broad array of luxury facilities and treatments, focusing on caring for the body, centering the mind, and connecting with the spirit, all in a dramatically beautiful setting. Sedona Rouge is also the home of Reds, an American bistro restaurant and bar from the design team responsible for Rose Pistola and LuLu in San Francisco. Under the direction of Chef Chris Smith, Reds elevates fine dining in Sedona to a new level and serves as a lively, casually comfortable gathering spot for locals and visitors alike.

The hotel features 2,700 square feet of flexible meeting and event facilities, including a fully appointed executive boardroom, a 2,000-square-foot conference room and raised observation deck, replete with stunning Red Rock views, that can accommodate receptions of up to 50 people. Meeting space can be partitioned for smaller groups, cocktail receptions or private dining.

Sedona Rouge Hotel and Spa is located at 2250 West Highway 89A in Sedona, Arizona. The hotel can be reached by calling (928) 203-4111 or toll free at (866) 312-4111. E-mail inquiries can be sent to [info@sedonarouge.com](mailto:info@sedonarouge.com). Sedona Rouge Hotel & Spa can be visited on the Web at [www.sedonarouge.com](http://www.sedonarouge.com).