

# Montage

LIFE, WELL LIVED

FALL 2016

## LOWCOUNTRY HIGHLIFE

INSIDE THE STRIKING  
NEW ADDITIONS AT  
MONTAGE PALMETTO BLUFF



*Mc*





Left: Alan Fuerstman and his son, Michael Fuerstman;  
Below: Sagamore Pendry Baltimore guestroom

A door opens to a hotel lobby, but perhaps it's a guesthouse. Chic furniture and decor is surrounded by emerging artists' work adorning the walls. Somewhere in the distance, the hum of a lively social scene and epicurean aromas tease the senses. It's traditional but somehow modern. Sleek and simultaneously eclectic. It's somehow familiar, yet completely new.

Welcome to Pendry.

The new luxury hospitality brand blends stunning design with bold amenities and entertainment, inspired food and beverage concepts, and the high quality of service that is the trademark of Montage. It represents a new wave of hotels created for today's generation of energetic and savvy luxury travelers.

The inaugural Pendry hotel debuts later this year in San Diego's dynamic Gaslamp Quarter, just blocks from the convention center and Petco Park, home of the Padres baseball team. With 317 rooms including 36 suites, 28,000 square feet of meeting space, six bar and restaurant concepts and a rooftop pool, the new hotel promises to be an entertainment hub for locals and travelers alike.

Montage Magazine caught up with Alan Fuerstman, founder and CEO of Montage Hotels & Resorts, and son Michael Fuerstman, co-founder and creative director of Pendry Hotels, to learn more about the inspiration behind Pendry, what guests can expect at its first hotels and what's on the horizon for the brand.

**Montage Magazine:** Since 2002, the growth of Montage Hotels & Resorts has been steady and carefully considered. Why is now the perfect time to launch Pendry Hotels?



# Welcome to PENDRY

Born into the lineage of Montage Hotels & Resorts, Pendry is a new luxury hospitality brand on the rise.

BY LINDA DOMINGO





Pendry San Diego guestroom

**Alan Fuerstman:** When I created Montage, it was to fill a need in the market for a gracious and humble approach to luxury. People were seeking authentic experiences and elevated service that wasn't white-gloved or stuffy. Now, almost 15 years later, Montage continues to resonate with people but we have also seen the emergence of a new type of luxury traveler who desires design-driven spaces that are vibrant and fun, with high-level service options as well.

**Michael Fuerstman:** It's apparent in the quality of Pendry Hotels that they are rooted in that same service culture of Montage. Pendry adds a twist to traditional luxury accommodations, however, with bolder programming and a fresh vibe that meets the needs of the new luxury guest.

**MM:** Pendry San Diego opens later this year and Sagamore Pendry Baltimore is slated for a 2017 opening. What characterizes a destination that would play host to a Pendry hotel? How do these cities fit into that distinction?

**MF:** We are most interested in areas that contribute to the cultural fabric of what's happening right now. Really getting to know these places and creating new experiences that are relevant for the neighborhood, the city and for our guest is exciting, whether it's an established market like West Hollywood, [Calif.,] or an emerging market like Baltimore.

San Diego represents so much of Southern California culture and we're a Southern California-based company. Downtown is walking distance to shopping, dining, Padres baseball games and the convention center. It was a natural fit.

Baltimore is on the rise, and we saw an opportunity to bring our style, service culture, team and brand to a city that is reinventing itself. The hotel is an adaptive reuse project of a historic brick building that sits on the historic Recreation

Pier, which dates back to 1914. It's at the heart of the Fells Point neighborhood, which has its own fascinating history and charm.

**MM:** Since San Diego will be our introduction to Pendry, what can guests expect from the new hotel?

**MF:** Pendry San Diego brings together some of our favorite local experiences with amazing partners and influences that we are excited about. There are six culinary and entertainment offerings at the hotel. We've partnered with Andy Masi and Clique Hospitality for three of them: Our signature restaurant, Lionfish, is an incredible two-story, high-energy fine dining space. Oxford Social Club is in the basement of the hotel and feels like the perfect house party—think good music, a social vibe and a couple serious cocktail bars inside your friend's amazing guest house. The third is The Pool House on the rooftop pool deck, where guests can take in a great SoCal scene and some sun.

Additionally, Fifth and Rose is a chic, sexy lobby bar where you might want to bring a client or a date for a drink in an intimate setting. There's also Provisional, an all-day dining restaurant and marketplace, which we designed in partnership with Raan and Lindsay Parton of Alchemy Works and Apolis. And, of course, in San Diego we had to have a craft beer hall. It's called Nason's, paying homage to a business that occupied that corner many years ago. It's a street side beer hall with retractable windows on the corner of 6th and J—the perfect place to enjoy a cold beer and bite before a Padres game.

**AF:** We're thrilled to offer so many diverse experiences under one roof. The interior design firm Rottet Studio also did an impressive job shaping the guest experience through artful spaces.

There's a spa and fitness center, too, adjacent to the pool deck with a great menu of treatments.

**MM:** Looking beyond San Diego and Baltimore, what's next for Pendry?

**AF:** Similarly to Montage, we want to ensure each property is the perfect fit for the community while adding something new that will excite and inspire. Future Pendry projects will also include residences.

**MF:** It will continue to be about quality, and not cutting corners. Our philosophy for creating Pendry Hotels is a balance of the best of what's local and what's now, and weaving it into the narrative of each property—but it's also about pushing the boundaries and bringing some worldly discoveries into each market. We work hard to ensure that our team feels really comfortable and respects the neighborhood culture, but we're also taking inspiration from beyond those areas to define trends and raise the bar. **M**

## FIVE TO TRY IN SAN DIEGO

MICHAEL FUERSTMAN, CO-FOUNDER AND CREATIVE DIRECTOR OF PENDRY HOTELS, OFFERS A LIST OF DOWNTOWN HOT SPOTS IN AMERICA'S FINEST CITY.

### RARE FORM/FAIRWEATHER

"Awesome sandwiches, a sunny rooftop deck with strong cocktails—what more could you want?" (619-255-6507; [godblessrareform.com](http://godblessrareform.com))

### COPA VIDA

"A neighborhood coffee spot that combines beautiful design and delicious espresso." (619-501-7529; [copa-vida.com](http://copa-vida.com))

### KETTNER EXCHANGE

"A cool indoor/outdoor space that incorporates the residential California sensibility. I love the rooftop deck that hosts a great nightlife scene." (619-255-2001; [kettnerexchange.com](http://kettnerexchange.com))

### PETCO PARK

"One of the best ballparks in country—it's a must. It's almost always sunny with solid food offerings and great local draft beers, plus a nice lineup of shows on nonbaseball nights." (619-795-5000; [padres.com](http://padres.com))

### BLIND LADY ALE HOUSE AND TIGER!TIGER!

"These two spots from the same owners have awesome craft beer selections. The owners and employees really, really know what they're doing." (Blind Lady Ale House: 619-255-2491; [blindlady.blogspot.com](http://blindlady.blogspot.com)) (Tiger!Tiger!: 619-487-0401; [tigertigertavern.blogspot.com](http://tigertigertavern.blogspot.com))