

Supporting our owners in going green

Sent by [Caroline Counihan](#), 22 April 2010

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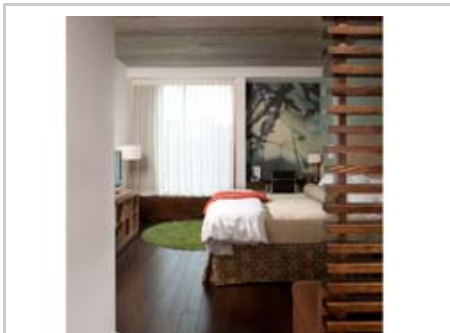
As Earth Day is celebrated around the globe, it seems like the perfect time to acknowledge IHG's first LEED (Leadership in Energy and Environmental Design) Gold certified hotel, the Hotel Indigo Athens. The art and music themed green boutique hotel is located in the bustling college town of Athens, GA. IHG's Senior Consultant, Design & Plan Review – Americas, Michael Ferguson, partnered with the hotel's owners, interior designers and local architects to create an environmentally sustainable, museum-quality building that simultaneously captured Hotel Indigo's down-to-earth atmosphere and celebrated the unique local Athens culture.



The Hotel Indigo Athens was designed to reflect the covered bridges that span local rivers.

Hotel Indigo's Design & Plan Review team supports our owners in getting maximum return on their investment by providing professional design and construction consulting services. Among their many responsibilities, the team helps owners and their design teams understand brand design standards and hallmarks and offers guidance on IHG's Life Safety Standards and ADA Guidelines (Americans with Disabilities Act). As part of IHG's commitment to Responsible Business, they also provide assistance to hotels interested in developing sustainable buildings.

Michael said, "This project was a series of firsts – first-time hotel owners, a first-time hotel architect and hotel designer and a first-time hotel construction crew. The owners were some of the first to show interest in sustainable building practices, which ultimately led to the first LEED Gold certification in the entire IHG portfolio."



Every design decision considered both the sustainability of the building and the comfort of guests.

The requirements to attain LEED Gold status required everyone to rethink nearly every step of design and construction. Sourcing materials locally and designing for higher energy efficiency limited selections and raised costs, so thinking outside the box was critical. For example, the granite featured prominently throughout the building was reclaimed directly from the site and extracted from a local quarry just 35 miles from the hotel.

The property achieved its LEED Gold certification in October 2009, making it the ninth newly constructed LEED Gold hotel in the world, and the first privately owned LEED development in Athens.

The Hotel Indigo Athens was recently selected for this year's Lodging Hospitality Design Awards. The magazine honors five projects annually for innovation and impressive and/or efficient design. [Read the full article here.](#)

Michael sums the project up by saying, "It wasn't an easy journey, but one we're all proud to have had a hand in. I've never worked with a team that showed such a dedicated personal commitment to the environment and local community."

Did you know?

The Hotel Indigo San Diego – Gaslamp Quarter was the first in IHG's portfolio to achieve LEED certification and was the first LEED certified hotel in San Diego. In keeping with the



brand's commitment to the environment, sustainable green building and development practices were incorporated into the design, construction and operation of the new 12-story hotel. Another first for the brand and the city the hotel is topped with a green roof on the ninth and 12th floors. The green roof, which is covered with drought-tolerant plants, will reduce energy consumption by cutting the need for heating and air conditioning and will contribute to lowering the urban heat island effect. The Hotel Indigo San Diego – Gaslamp Quarter recently received two prestigious awards from the Georgia chapter of the American Society of Interior Designers (ASID): the Silver Award for "Sustainable Interior Design" and the Bronze Award for "Hospitality Interiors Under \$80k per square foot."



Hotel Indigo San Diego – Gaslamp Quarter.

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