



Source Direct

CASE STUDY: THE KIMPTON AERTSON NASHVILLE



KEEPING UP WITH THE KIMPTONS: DESIGN DELIVERS A LAID BACK LUXURY EXPERIENCE

Overview

Kimpton Aertson Nashville, the boutique hotel hub of the highly anticipated Aertson Midtown mixed-use destination, is the perfect complement to the creative spirit and ingenuity of the Music City. Located in the young, bustling neighborhood of Midtown, the Aertson Hotel offers guests an authentic, local experience by infusing the neighborhood's lively energy and upbeat feel into the hotel's high design concept.

Challenge

The client sought a metal barn door system with a soft-close feature, aspiring to deliver a retro look without compromising modern functioning. However, soft-close was not yet available for this product and, what's more, the space where the barn doors were to be installed was extremely limited.



Benefits:

- Innovative design solution
- Soft-close Feature
- Designed and engineered to ensure easiest installation and highest performance



Solution

Source Direct, who was involved in the design process from the outset, developed a custom solution that delivered aesthetically and functionally. The result was a beautifully made steel frame barn door system, complete with specialty etched glass and soft-close technology, that could be easily modified and adjusted in the field – making installation a breeze.

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—Amonia' Thompson,
Senior Designer, Gensler

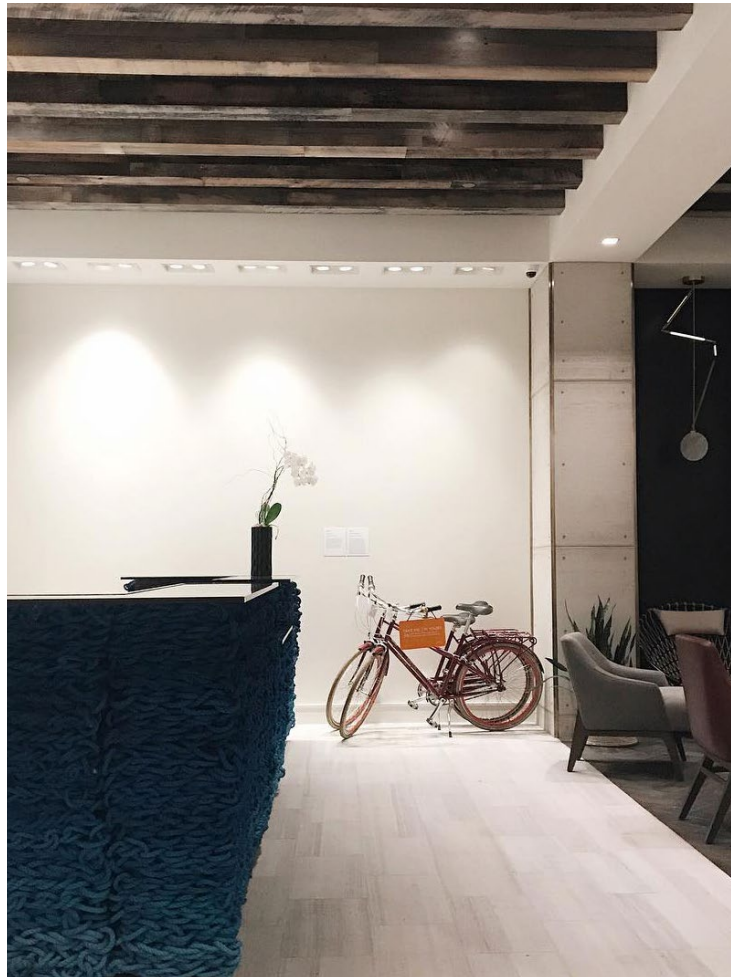


Photo: Courtesy of @aertsonhotel

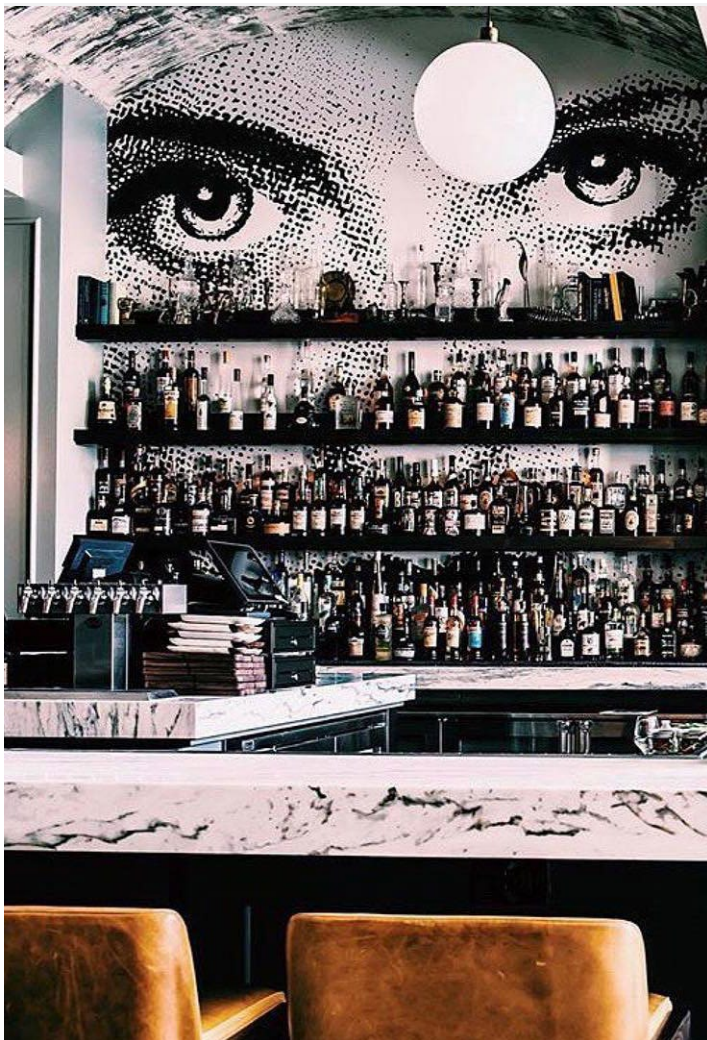


Photo: Courtesy of @aertsonhotel

PROJECT INFORMATION

Project Name: Kimpton Aertson Nashville
Project Location: 2021 Broadway, Nashville TN
Hotel Brand: Kimpton
Parent Company: IHG
Client Company: Gensler
Architect: Tori Gallas and Partners Inc.
Designer: Gensler
General Contractor: Buckingham Construction Corporation
Products Manufactured: Metal framed bar door

Products Delivered:

- Custom black metal barn door system
- Frosted etched glass
- Custom Soft Close hardware



Photo: Courtesy of @aertsonhotel

RAISE YOUR STANDARDS, NOT YOUR BUDGETS.

Given the intense competition in the hotel industry, there has never been a more important time for architects, interior designers and hotel developers to keep up with design trends and emerging consumer behaviors. Hotel guests today are seeking unique, bespoke experiences that they can share on social media—namely, Instagram. To be “Instagrammable,” architects, designers and developers must create spaces that appeal to a hyper-connected, Internet-driven consumer population by anticipating these opportunities and incorporating them into the design early on. Source Direct took that challenge in stride, working as a detail driven partner to create moments that have been captured, shared and liked by thousands.

