

Interior Design Firm Takes Hotel to Higher Level

Design Force, a national hospitality interior design firm, shows that a hotel can be a home away from home without being predictable.

Design Force created the unique home away from home at JW Marriott Denver at Cherry Creek, Denver. The design philosophy creates a luxurious oasis nestled in the heart of Denver's finest area.

The 11-story, 196-room luxury hotel brings a unique feel to the upscale Cherry Creek neighborhood. A transitional style and colorful palette creates a decidedly intimate residential feel. Design Force met the aesthetic and technical standards of Marriott International throughout the guest rooms, lobby, lounge and restaurant as well as all the back-of-house facilities. The materials, space-planning and comprehensive design translates into a unique destination.



Design Force set out to meet the sophistication of the quintessential Cherry Creek lifestyle through the use of high quality materials to create a fresh and pleasing environment. Nothing looks out of place and every detail is a result of thoughtful planning.

The hotel's luxurious oversized rooms are designed to meet the needs of business travelers. By blending grace and sophistication with opulent textures and colors, Design Force created a welcoming guest room with all the warmth, comfort and convenience of home. With the addition of upscale amenities, any traveler feels right at home.

JW Marriott encompasses an inspired fusion of the finest traditional design with a distinctive contemporary edge establishing an understated eloquence throughout the hotel.

Design Force Corporation

As a leading hospitality interior design firm, Design Force has mastered every design challenge, in creation, implementation, and business. Our firm has been working with clients since 1985 to complete hospitality projects of all levels that successfully combine high quality design with professional-level business results. As creators and communicators, we stand by our commitment, assuring that your business is fully leveraged as your design moves from concept to implementation.

We are experts in the business of design, we understand your objectives and provide solutions that achieve your business goals. Design Force is committed to making a hotel functional for you as well as providing a comfortable inviting environment. Design Force understands that your business is hospitality: Your identity is your most valuable asset but your business success is critical. We understand that the best hotel design goes far beyond aesthetics: It incorporates functional needs with aesthetically pleasing environments, and is engineered to achieve your budget and market objectives.

Our mission is to creatively and professionally engineer quality and innovative interiors that meet your business goals while exceeding your design expectations. We have a large team of designers and belong to professional associations including AIA, ASID and IIDA. Our quality of work, people and commitment to develop a design in a business-like and creative manner is what sets us apart.

From a bed-and-breakfast to a limited-service hotel to a luxury resort, we are focused on what is needed to create an inviting space for guests while considering the practical aspects of the hotel. We design for the hospitality industry. Within budget. Within deadline.

Design Force is a subsidiary of Valiant Corporation, a leading provider and manufacturer of hospitality furnishings. While Design Force is a totally independent design operation, the firm and its clients benefit from the integrated resources and capabilities that Valiant brings to the table.

For more information, please visit www.designforcecorp.com.

