



THE HORIZON HOTEL

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ICON OF MID-CENTURY MODERN ARCHITECTURE BACK IN THE SPOTLIGHT

Palm Springs, CA — Too much of Palm Springs' trademark mid-century modern architecture has been lost in recent years. Even today, development continues to swallow up some of the desert's best buildings. But the recently-renovated Horizon Hotel proves that preservation and development are not necessarily mutually exclusive. In May of 2006 — following a two-year, multi-million-dollar renovation — the 22-room luxury hotel once again opened its doors, thus beginning a new chapter for this legendary desert getaway.

When real estate developer Dave Scharf bought the Horizon (originally called L'Horizon) in 2004, it needed more than a little TLC. In the eyes of many developers, it was an ideal "tear-down." For more than 50 years, guests had enjoyed the hotel's privacy — something architect William F. Cody had intended when he carefully situated just 22 rooms on two-and-a-half acres of prime real estate. But by 2004, with Palm Springs land prices through the roof, the spacious hotel grounds that helped to keep guests returning year after year was becoming a serious liability.

Scharf, however, was able to see beyond the value of the land — recognizing the historical significance of the architecture. "I could see immediately," says Scharf, "that beneath the layers — with the sharply-angled glass corners and low-slung profiles — this was a very special property." In February 2004, he purchased the hotel with a mission to revive its original charm and understated elegance. A crucial aspect of the deal involved acquiring the original blueprints and numerous vintage photographs by famed photographer Julius Shulman, thus allowing Scharf to preserve much of the hotel's original character.

To ensure the project was sympathetic to Cody's original vision, architect and former Cody associate Frank Urrutia was brought on board. The property's iconic mid-century modern architecture was carefully preserved, while new amenities, such as a poolside bar and Jacuzzi, were added. "The completion of this historically rich hotel enables people to appreciate and enjoy the true Palm Springs experience," says Scharf. Any future plans for the site will be undertaken with the same sensitivity, and include consultations with Cody's daughter Catherine — who is also an architect.

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For information about visiting The Horizon Hotel, please email Mike Lewis, General Manager, mike@thehorizonhotel.com. For public relations questions please e-mail horizonhotelpr@gmail.com.