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LORA OPENS IN STILLWATER, MINNESOTA TODAY

Former Historic Brewery Transformed into Stylish Boutique Hotel

June 18, 2018 -- Stillwater, MN -- Lora, a lifestyle hotel imbued with the charm and beauty of the North, welcomes its first guests today in the heart of downtown Stillwater. Located on Main Street in the birthplace of Minnesota, the 40-room hotel is housed within four buildings that were originally carved in 1886 into the limestone bluffs at the south end of town to form the Joseph Wolf Brewery. The transformation of these buildings into Lora preserves the site's unique architecture and marks a new chapter in its history by making them accessible, once again, to current and future generations.

Developed by Elevage Development of Minneapolis, Lora is the first Midwest hotel property for [Provenance Hotels](#), an award-winning lifestyle hotel company based in Portland, Oregon. Minneapolis firms [ESG Architecture & Design](#) and [Zeman Construction](#) brought the \$13.5M project to life. Designed to celebrate the site's history and spark the imagination, Lora's approachable yet upscale aesthetic, modern vibe and sleek lines complement the natural limestone blocks, original bricks and exposed wooden beams of the former brewery. Jewel-toned pops of red against dark fields – from the occasional guestroom door to the bathroom vanities – call to mind the eye of the loon, Minnesota's state bird. Playful touches – like brass hooks that take the form of rabbit ears and antlers – and a colorful collection of art inspired by the fable and folklore of the indigenous and immigrant people of the region add a sense of discovery and wonder.

Lora is home to three new food and beverage outlets that also open today: Feller, a full-service restaurant; MADE, a coffee and juice bar; and, The Long Goodbye, a craft cocktail bar. Feller seats 100 people and will offer breakfast, lunch and dinner daily as well as brunch on weekends. Local chef Sam Collins has created a "hunt and gather" inspired menu that pays homage to the culinary traditions of the Great North. MADE, located adjacent to the iconic Stillwater stairs, will serve wood-roasted coffee, fresh juices, an assortment of teas and locally made pastries. The name of Lora's sleek and chic bar, The Long Goodbye, is a tongue-in-cheek reference to the well-known Minnesota tradition of lengthy farewells. Johnny Michaels, widely considered to be the

local godfather of modern cocktail making, will head up The Long Goodbye's cocktail program. Michaels' resume includes his cocktail program at La Belle Vie in Minneapolis, which was named a James Beard Award National semi-finalist. The Long Goodbye will also offer an exceptional selection of wine and locally brewed beer.

Lora's focus on Minnesota-made offerings is on display throughout the hotel – not just in the eateries. Guestroom beds are topped with cozy [Faribault Mills](#) blankets, honor bars are stocked with local favorites from fluffy North Mallow sweets and melt-in-your-mouth Annie B's Caramels to savory snacks from Isadore's Nut Company and crispy Old Dutch chips. Guests can sip a cool refreshing Lift Bridge brew or pour themselves some Minnesota-distilled spirits – right in their room. Downstairs, guests will find a feast for the eyes as well, Minneapolis based art collective [She She](#) installed a hand-painted mural in MADE that was inspired by the feathers of the loon as well as custom designed wallpaper in The Long Goodbye that references the mythology of the night skies.

Introductory room rates are priced from \$275 per night, plus tax, and can be booked at www.lorahotel.com.

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For more information:

lorahotel.com

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About Provenance Hotels

Founded in 1985 and headquartered in Portland, Ore., Provenance Hotels specializes in financing, developing and operating award-winning independent hotels with distinct and deeply integrated art stories. The portfolio includes Hotel deLuxe, Hotel Lucia and Sentinel in Portland, Ore., Hotel Max in Seattle, Wash., Hotel Murano in Tacoma, Wash. among others. The company can be found online at www.provenancehotels.com.

About Elevage Development Group

Elevage Development Group (EDG) was created in 2014 by Corey Burstad, who serves as the Chief Manager. EDG is a highest and best use development company, which has a focus in hospitality and multi-family residential projects. EDG's goal of bringing together unique partnerships and individuals with the right experience, enhances and ensures the success of every project.

About ESG

ESG Architecture & Design (ESG) is an award-winning design firm with a national practice in urban residential, hospitality, workplace environments, higher education, branding and graphic design. Since the company's founding over three decades ago, ESG has helped clients create environments for community, business and leisure by

providing holistic, creative solutions to complex problems. The company's mission is to enrich the built environment beyond architecture and buildings; to deliver the superior, the timeless, the memorable and the unique; and to design environments that capture the human spirit and uplift our lives.