

NEWS
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URBANA VARRO ACQUIRES OWNERSHIP OF THE ARTMORE HOTEL

Real estate investment firm set to take Midtown Atlanta's boutique hotel to the next level

ATLANTA (August 31, 2015) – [The Urbana Varro group of companies](#), which includes a national commercial real estate opportunity investment fund and a development and property management firm, announced today that it has acquired 100 percent interest in the [Artmore Hotel](#) from Jamestown.

Originally built as a luxury apartment building in 1924, the Artmore Hotel is a unique, independent hotel offering boutique amenities and exemplary personal service. Conveniently located at 1302 West Peachtree Street, the Artmore is steps away from Midtown's bustling cultural arts district encompassing Center Stage, Woodruff Arts Center, Savannah College of Art and Design and the Fox Theatre.

"Through our decade-long collaboration, our team played a key role in successfully introducing the Artmore Hotel and ultimately securing it as a fixture in the vibrant Midtown community," said **Urbana Varro principal and chief executive officer Allan Gutierrez**. "Urbana Varro will take the brand to the next level by embracing its artistic appeal and innate European flare for a one-of-a-kind guest experience."

Urbana Varro is set to implement on-site installations, pop-up studios and showcases, highlighting local artists, musicians and innovators. Guests can expect rooms with alluring indoor views and creative amenities. The Artmore will embrace its enchanting, Spanish-Mediterranean façade to feature European influences throughout the hotel. Expanded food and beverage offerings will include artisanal touches and authentic concepts such as a French creperie, exclusively curated European wine list and enhanced interior décor.

"The Artmore Hotel embodies a boutique hotel experience and is a hospitality asset with endless opportunity in the Atlanta market," said **Urbana Varro chief hotel operations officer Feliz Jarvis**. "We are thrilled to spur the Artmore Hotel's evolution into an interactive venue for the arts and create a European-inspired destination in Atlanta and beyond."

"Urbana Varro has been a proud partner of the Artmore Hotel, a boutique property that served as our gateway into Atlanta's booming Midtown market," said **Urbana Varro principal and chief marketing officer Jeremy Soder**. "Articulating the brand's appeal is the natural next step to increase the value of the Artmore as one of our most dynamic assets."

For more information about the Artmore Hotel, visit www.artmorehotel.com. For more information on Urbana Varro and its assets, visit www.urbanavarro.com.

About Artmore Hotel

Located at 1302 West Peachtree Street, the Artmore Hotel is in the heart of Atlanta's cultural arts district. With its 102 rooms, 33 luxury suites and meeting, the Artmore is a Midtown gem that provides an authentic, personalized guest experience. The hotel features an exotic courtyard complete with fire fountain and the Studio Bar + Cocktail Garden. Each charming, chic venue is a prime destination to sip cocktails beneath the stars while experiencing Midtown's urban setting. The Artmore's boutique experience has been

highlighted in national travel guides including *Southern Living* and *Good Housekeeping*, and earned a spot as one of Travel Channel's Top 10 Hotels in Atlanta. The enchanting Spanish-Mediterranean inspired hotel is steps away from the city's vibrant cultural and commerce-driven epicenter that encompasses top-notch institutions such as Georgia Tech and Savannah College of Art and Design as well as leading law practices, financial firms and broadcast centers. Conveniently located across the street from MARTA with direct access to Hartsfield Jackson International Airport, the Artmore is in close proximity to the Georgia Aquarium, World of Coke and just across the street from the Woodruff Arts Center, which includes the High Museum, Alliance Theater and the Atlanta Symphony Orchestra. For more information, visit <http://www.artmorehotel.com/>.

About Urbana Varro

Urbana Varro is a national commercial real estate investment, development, and management firm providing institutional-caliber opportunities to financial institutions, family offices and individual high net-worth investors. Urbana Varro is a manager and investor who seeks to shape the outcome of its investments by improving property operations, ensuring that capital invested subsequent to a property's acquisition is accretive to its performance, and by optimizing the underlying capital structure of its investments. For more information, visit www.urbanavarro.com.

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