

NORTH BLOCK HOTEL

**So Cool,
It's Hot**

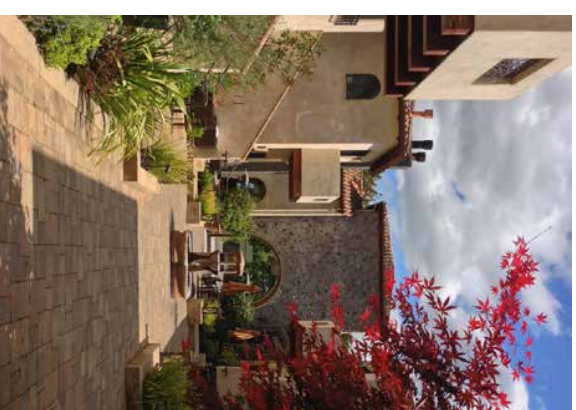
A sophisticated new look, with a dash of playfulness, sets this hotel apart.

STEPPING INTO THE LOBBY OF THE NORTH BLOCK HOTEL, YOU CAN'T HELP FEEL THAT THE VIBE HERE IS DECIDEDLY hip. Not hipster hip, but true blue hip. As in a Steve McQueen mugshot printed on a pillow hip. As in, the reception team clad in all black. As in, the myriad quirky accents, like the skeleton key wall, that exude whimsy with a hint of playful attitude. But don't be fooled. This isn't your here-today-gone-tomorrow kind of trendy. This is a hotel with genuine flair. A place that says you've arrived, and darling, you look fabulous.



The North Block is the contemporary equivalent of a chic Mediterranean seaside resort replete with terra cotta tiled roofs and quarterfoil fountains but with daring, contemporary touches. The Napa Valley's most sought-after designer, whose work has been featured in all the best architectural and interior design publications, Erin Martin, is the creative mind behind the look and feel of the North Block. The lobby is a homage to all things chic: from the past, the present and the future. And while there is a subtle whimsy in the details, the space walks the line between sophistication and playful. Don't miss browsing their well-curated selections of gifts to bring home, including the sophisticated coffee-table offerings from Taschen and Assouline.

Opposite: Casually sophisticated lounging nooks abound at North Block. Top right: Mediterranean inspired public space. Lower Left: The whimsical, sexy lobby and retail space.





NORTH BLOCK HOTEL
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 northblockhotel.com

Each of the North Block's 20 rooms are entered through arched mahogany doors and feature modern amenities for convenience and ultimate relaxation including custom crafted bath products, espresso machines, a flat-screen TV, iPod docking stations and complimentary wireless internet. Plush, goose down duvets are on every bed and Italian linens all but guarantee a restful night's sleep. Most rooms feature plantation shutters, double French doors, double bathroom sinks and charming fireplaces. Each of the bathrooms is like a private spa with a palatial soaking tub and a glass shower with rain shower-heads.

Guests looking to alleviate the stresses of day-to-day can do so right on-site at the North Block Spa by Francis & Alexander. The spa is the most recent addition to the Francis & Alexander collection of intimate spas owned and operated by the expert spa consultants Peggy Frances and Lorna Alexandra. The facility provides numerous therapy and treatment options using sustainable products in a mood elevating, soul soothing atmosphere.

To keep that post-spa treatment bliss going, lounge poolside, or hang out in the courtyard with a glass of wine in the shade of the many citrus trees and colorfully illuminated lanterns.



Also on the grounds is Redd Wood restaurant. Internationally acclaimed chef Richard Reddington has created a casual counterpart to Redd, his fine dining establishment in the center of Yountville. Open all day, this is the go-to eatery of locals and North Block guests. The interior is a cross between Fin de siècle Parisian cafe and modern Italian with a friendly, relaxed atmosphere that is all Napa Valley. The centerpiece of the kitchen is a best-in-class Mugganini wood-burning oven that reaches temperatures of up to 800 degrees and enables Reddington to create authentic Neapolitan-style pizza. Redd Wood also delivers straight-on traditional pasta dishes like bucatini with tomato, garofale, red onion and black pepper and Gemelli with Calabrian sausage, cranberry beans, fennel, tomato, grilled ricotta salata and breadcrumbs.

Redd Wood is also home to one of Yountville's more interesting craft cocktail selections and a wine by the glass program that offers a respectful nod to Napa's winemaking peers in Italy. Among the signature cocktails is the 'Rita Hayward', a delicious new take on the classic margarita with house infused strawberry tequila, sotero, house-made sweet and sour mix and lime.

The North Block Hotel is unique among the many accommodation options available in charming Yountville. It sets itself apart, not just physically (located at the north end of town but still within walking distances of all the shopping and dining options) but by its insistence on delighting the guest in wholly original ways. So many stylish, sometimes quirky touches, go into making the North Block Hotel the ideal destination for that Wine Country visitor looking to enjoy the valley in a brand new way, that it seems almost unthinkable to stay anywhere else. ☼

Opposite Page— Top: Lounging pool side with a glass of wine and a good book is the perfect way to spend an afternoon. Bottom: Rooms are invitingly luxurious, cozy, and come with private patios and plenty of seclusion.

This Page— Upper left: Elegantly prepared dish at Redd Wood is as delicious as it looks. Bottom Left: Diners can enjoy a meal al fresco. Top Right: Seductive buttery leather banquettes set the tone for intimate conversations, and are the seats to get for an afternoon or evening of fabulous food, wine and innovative cocktails at Redd Wood.