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Former Hotel Luca gets new name, look



Yountville's Hotel Luca has a new look and a new name — the North Block Hotel. Nick Vasilopoulos photo

On the Web

NorthBlockHotel.com, 944-8080

Yountville's Hotel Luca now has a new look and a new name — North Block Hotel. Named for its location on the northernmost end of Yountville, North Block Hotel is a mix of "Old World charm and modernity," according to a news release.

"With fresh, contemporary design updates" from St. Helena-based designer Erin Martin, and recently opened pizza restaurant Redd Wood, the latest restaurant from chef Richard Reddington, North Block Hotel offers "a new and unpretentious wine country escape," the release said.

"Located at the epicenter of Yountville, North Block Hotel is a lively and welcoming destination for socializing, indulging in great food and wine at Redd Wood, or simply relaxing in wine country's beauty," said Ty Accornero, general manager.

North Block's lobby has been re-envisioned by Martin of Erin Martin Design, known for her "signature contemporary, industrial-chic style." The reception desk, suspended from above, "appears to float against the backdrop of dark charcoal walls," the release said.

The property features an outdoor fireplace, lounge, heated pool, and stone walkways lit by lanterns. The 20 guestrooms feature custom linens, flat-screen televisions, iPod docking

stations, espresso machines, deep bathtubs, and private patio or balcony. Many also have gas fireplaces, plantation shutters, French doors and double sinks, the release said.

Other services and amenities include free Wi-Fi, valet parking and a continental breakfast. In the coming spring months, North Block Spa by Francis & Alexander is set to open.

Nightly rates start at \$315 Sunday through Thursday, and \$380 on Friday and Saturday.

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