

Green Luxury

proximity hotel: a photo essay

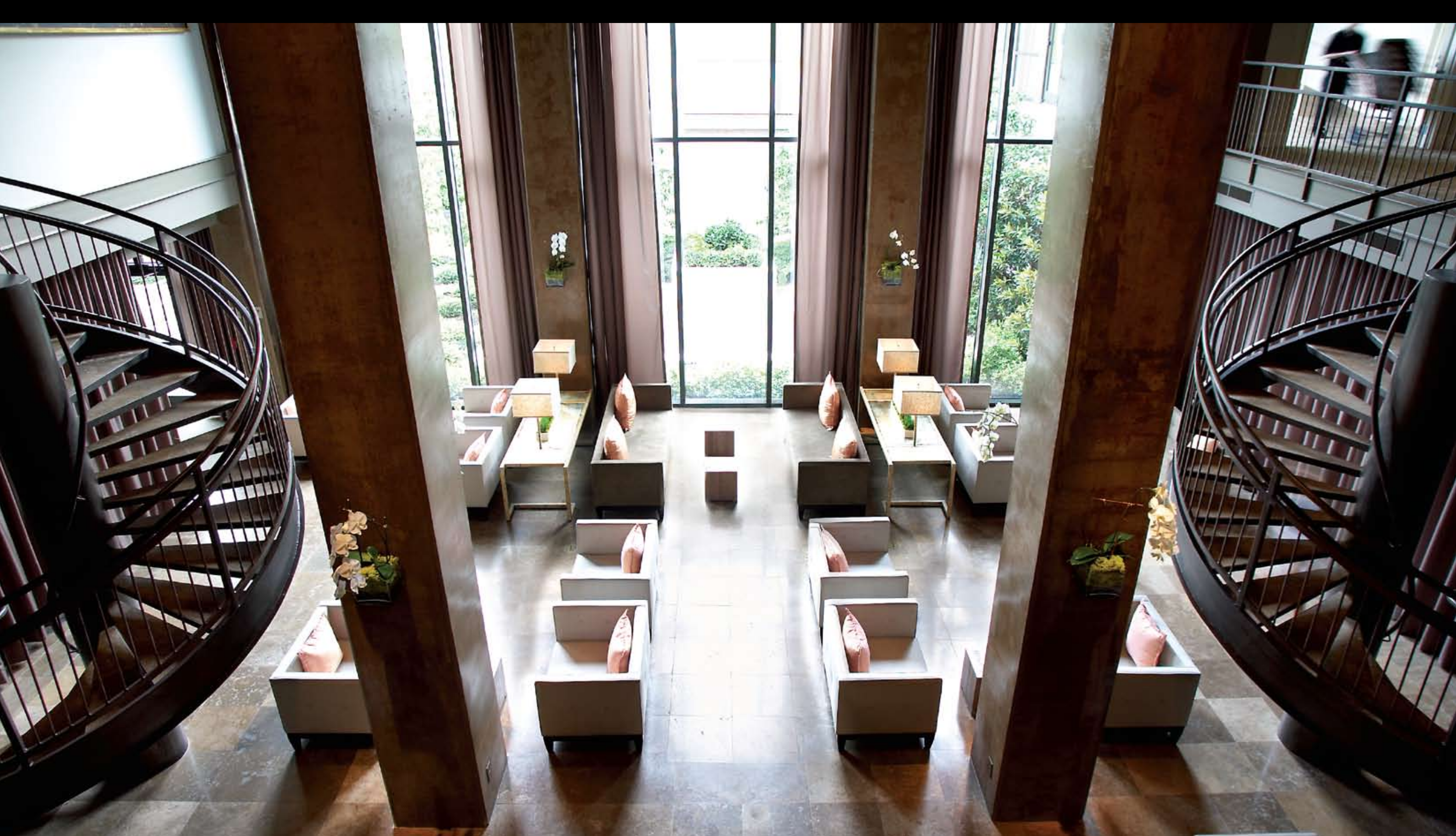
Photography by Stacey Haines



Welcome to the greenest hotel in North America.

With its newly acquired Platinum LEED-certification, the most prestigious recognition of sustainable construction, Proximity Hotel in Greensboro reaches superior status for its conservation and eco-friendly efforts. In our photographic essay on living the good life in North Carolina, we show how green can be the ultimate luxury.

Anchored into the wall just two inches, the sculptural, cantilevered steel reception desk — a feat of engineering — inspires an appreciation for the raw beauty of industrial materials. Against a backdrop of Fortuny silk curtains, artist James Cooper softened the solid surface with a rich bronze patina.



Green is community

Proximity sought local artists to fill its interior spaces: Greensboro floral designer Randy McManus added the graceful orchid arrangements, and Walnut Cove artist Steve Clark constructed the spiral staircases in his own front yard.

During building, Proximity Hotel recycled 87 percent of its construction waste, diverting more than 1,500 tons of debris from the landfill, and used recycled materials in the concrete comprising the walls, floors, and pillars.



Green is detail

Natural light — unobstructed by the careful placement of backless sofas — floods the elegant guest rooms. Oversize windows help cut energy consumption by 40 percent.



Proximity offsets its modern aesthetic with classical furnishings, like handsome Louis XV chairs, richly carved and customized finished in a vibrant red upholstery.



Green is thoughtFul

On each floor, guests' living rooms provide a space to quietly tend to business affairs. To enhance the serenity of the space, Proximity employs an honor system for refreshments, eliminating noisy vending machines.

Generating electricity on its descent, the Proximity's Otis Gen2 elevator — the first of its kind in North America — makes even the press of a button a green achievement.



Green is open

From behind the long expanse of Proximity's Print Works Bistro's bar — constructed of salvaged walnut trees — Niels Larsen tends to the needs of guests in a light, airy environment.

Beyond the bar, the restaurant keeps it green by using geothermal refrigeration to reduce water consumption and by using local, sustainable food vendors for the daily menus.



Green is visionary

One hundred solar rooftop panels generate enough energy to heat 60 percent of the hotel's water. With more than 70 sustainable practices in place, Proximity Hotel sets a new standard for green living — in North Carolina and in the world.

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