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Healing *lifestyles & spas*

Featuring: Proximity Hotel



“I’m most excited that our guests will not notice a negative difference with any of them [green features]—no deprivation of atmosphere, service, amenities, or luxury here—just sustainability.”

staygreen

Merging eco-credibility, service, and style is no small task, particularly in the hospitality industry. Lucky travelers to Greensboro, North Carolina, have such an option, thanks to **Proximity Hotel** that opened its doors last fall. Featuring 147 guestrooms and ten loft-like suites, the property is among the first LEED certified hotels in the United States.

So just what prompted CEO and CDO (Chief Design Officer) Dennis Quaintance to go green? He says, “If not now, when? If not us, who? Truly. We think and hope that this generation will adjust our trajectory toward a sustainable model... So we all need to pitch in.” To that end, Quaintance and his team carefully selected which LEED points to chase, based on their company’s own ‘Sustainable Practices Initiative’ as well as a desire to balance sustainability with comfort.

Indeed, the most noticeable architectural element of Proximity is the windows—seven-foot-square windows cover the building, helping to connect guests with nature and flood the guestrooms in natural light. Other highlights include: 100 rooftop solar panels; 800 linear feet of restored stream along the property; low-VOC paints and building materials; use of energy-efficient materials and methods; and an impressive 75 percent construction waste recycling rate.

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