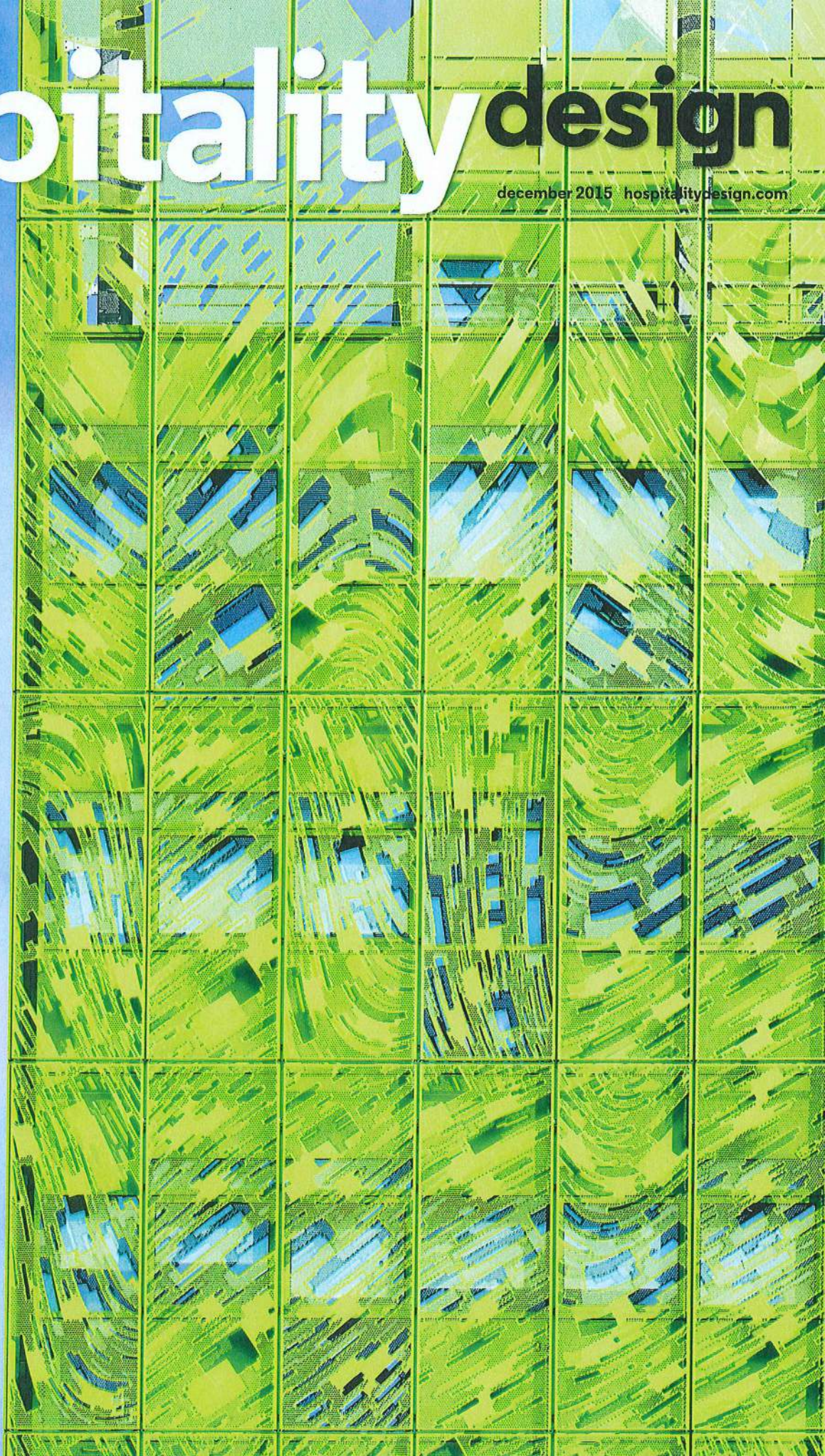


# hospitality design

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DESIGN EXPO





Photos by ANDREW GIAMMARCO



Enter Lodges on Vashon, a series of freestanding 16 lodges and well-stocked communal spaces set on 4.5 acres on Vashon Island, a 20-minute ferry ride from Seattle. Since buying an office building there in 2006, Thornton and her husband and business partner Scott Shapiro have had an affinity for the quirky and artist-centric rural haven. Realizing there wasn't a place of note to stay on the island, they jumped on an opportunity when a piece of property dropped in their laps—complete with hard-to-obtain building rights that took five years to secure. Taking cues from the large Millennial demographic in Seattle (“call it the Amazon effect,” she says), the concept falls somewhere between camping and Calistoga Ranch, sans a 24-hour staff as everything is handled through technology. Guests can only book on Airbnb or VRBO and the Lodges website; communication is handled by text or email; once booked, guests receive a map with their unit circled, and access codes for the unit and fitness center (each with keypads instead of keys). “If you give the young generation a great product that is thought through, they are OK with DIY-ing it a bit,” Thornton says.

Lodges was built in that context—and with an eye for sustainability. The prefab units (all measuring more than 500 square feet) have a Scandinavian feel (thanks to architects S+H Works) that's a nod to the large Norwegian population in the area—a white and gray palette, midcentury modern furniture, cedar wood—and since Vashon is a close-knit community, Thornton employed local craftsmen and artists to make almost everything found throughout the property. The standouts: the open-air pavilion, outfitted with a fireplace and a sound system that links with guests' devices, and the bathrooms in the Meadow Lodges, which open to a private patio for an outdoor shower feel.

## → Lodges on Vashon Vashon Island, Washington

Call it hotel-lite. After years of owning or valuing assets for larger companies and hotels, self-proclaimed deal junkie Jena Thornton wanted to try her hand at a small-scale getaway. “Seasonal places are tough,” explains Thornton, managing director of Seattle-based Eagle Rock Ventures. “You end up adding more and more amenities to attract more people, but that just adds cost—you gouge guests in the high season to have a reserve for the off-season. There has to be a different way.”