

THE CLOUDVEIL, JACKSON'S NEWEST HOTEL, OFFERS LUXURIOUS
ACCOMMODATIONS ON THE TOWN SQUARE

WESTERN CHIC AT ITS PEAK

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Just a short drive from Grand
Teton National Park, The
Cloudveil is Jackson's latest
luxury lodging option.



The Town Square in Jackson, Wyoming, is the heart of the town: children ice skate there in winter

and hunt Easter eggs in spring; tourists stand under its iconic antler arches and have their photos taken while neighbors greet their friends at the farmers market. It's no surprise, then, that visitors to Jackson would hanker to stay near it, walking to the shops and restaurants around the perimeter on buckboard sidewalks. Now they can, at The Cloudveil, a new luxury hotel located a stone's throw away on Center Street.

Cary Lakeman of CLB Architects was project manager and Kim Deetjen of Vermont's TruexCullins led the design team, creating the cozy ambience that guests experience the minute they walk into the hotel's bright and open lobby with inviting seating areas positioned in front

of a fireplace, in the library or by the sunny windows overlooking the street.

Guest rooms are spacious and bright—an intentional design decision thanks to the nearly floor-to-ceiling windows inviting natural light. Rooms sport a corner banquette for working or dining, a comfortable lounge chair and reading lamps, and a handy bench sits at the foot of the bed. Designers worked in an earthy color palette and choose custom wood and leather furnishings, and mountain-inspired artwork by local artists. >

Design details curated from Cloudveil's natural surroundings include aspen trees in the lobby and log-section side tables. Guest rooms were designed with large windows to allow natural light to flow inside.

PHOTOS COURTESY THE CLOUDVEIL



The Cloudveil is committed to supporting local artists and has curated an extensive art collection, installed throughout the property. Black-and-white photographs add contrast and a point of focus in a guest room.

In fact, art—in both private rooms and public spaces—is key to the hotel's unique personality. A carefully curated collection of photography, paintings, artifacts and heirlooms is displayed throughout the property.

Seasoned GM Bruce Grosbety, who was part of the Terra Resort Group opening in Teton Village in 2008, welcomed the chance to return to Jackson. “We had this incredible opportunity to revitalize the northeast corner of the Town Square on Center Street,” he says. He returned to the valley in May 2020 prior to the grand opening of The Cloudveil on May 23, 2021.

“From a design standpoint, we didn’t take a cookie-cutter approach. We wanted to incorporate a sense of place that would not only wow our guests but that the

locals could be proud of too.” That design philosophy is seen in the 30-foot-tall rock slab in the lobby—a shout-out to the Tetons—along with the 3,000-pound granite slab that is the front desk and the aspen trees that enhance wall spaces.

That sense of place also carries through to The Cloudveil’s service side. A concierge desk in the lobby is ready to assist guests in experiencing Jackson Hole’s awe-inspiring natural setting and Western adventures. The hotel offers a variety of pre-planned packages with local outfitters or will work with guests to customize their outings. >>

Left: The Bistro at The Cloudveil serves Parisian-style dining for breakfast, lunch or dinner. Right: A 30-foot-tall rock slab provides an interesting backdrop in the lobby.



PHOTO RYAN SHEETS



PHOTO COURTESY THE CLOUDVEIL



LEFT: The twinkling elk antler arches in Jackson's iconic Town Square can be seen from the Cloudveil's front door. RIGHT: An inviting sitting area with layers of texture, including sherling throws and plush rugs, offers a cozy place to read a book or talk with friends.>>



PHOTO COURTESY THE CLOUDVEIL

For groups and events, the hotel is equipped with 7,500 square feet of indoor-outdoor meeting and event space, including the expansive rooftop terrace that boasts views of the historic Town Square and Snow King Mountain and features a retractable covering and cozy fire pits.

The Bistro, The Cloudveil's restaurant by renowned restaurateurs Gavin Fine and Roger Freedman (Fine Dining Restaurant Group), can also be accessed through the lobby. Once located south of town, the restaurant's new central location is a boon to guests and locals alike, who enjoy the Parisian brasserie-style dining for breakfast, lunch and dinner. With outdoor café dining, a stunning zinc bar, fresh oyster bar and variety of dynamic dining

areas, The Bistro's modern, comfortable atmosphere brings its beautifully prepared and presented seasonal dishes to life.

With its convenient Jackson location—surrounded by mountain ranges and raging rivers—The Cloudveil is a welcome addition to Jackson's hospitality offerings. It makes it easy to be an adventurer—and with its modern rustic vibe, spacious rooftop deck and The Bistro restaurant, offers luxurious sanctuary to guests after the day's outdoor fun. ○

Snow King Mountain in the background provides an invitation for a few quick runs just minutes away from The Cloudveil. Jackson Mountain Resort offers additional skiing options located 20 minutes from downtown with free Town Shuttle service available.

thecloudveil.com



PHOTO COURTESY THE CLOUDVEIL