

THE LEVY HOUSE

A MARRIOTT TRIBUTE HOTEL

LA CROSSE, WISCONSIN

esg
ARCHITECTURE & DESIGN

INTERIOR DESIGN ID3 PRESENTATION | JULY 23, 2025

Concept Statement

Offbeat Charm

Blocks from the Mississippi river's edge, The Levy House is a haven for the curious, creative, and culturally minded. Cozy yet modern, it weaves together tranquil rivertown nostalgia with vintage flair and contemporary quirk.

A balanced blend of traditional details with modern touches creates an authentic and charming, yet laid-back atmosphere. Check-in comes with a beverage from the "Drift-Less" Bar, where stories flow as freely as the taps. Wood fire aromas and the warm glow of the in-house restaurant, Whilder, draw guests in to linger and soak up the vibe.

The heart of the hotel is the Levy Lounge & Library, inspired by historic Pearl Street storefronts. Stained glass, custom tile, and vintage furnishings frame moments around the fireplace; where tea is poured, cocktails are crafted, and stories are shared among shelves of novels and poetry.

A fresh twist on nostalgic charm flows into the guestrooms. A delightful mix of playful patterns, soft- yet bold colors, layered textures, and a mini bar stocked with local lagers and teas create a resting place for those with a roaming spirit.

The Levy House is not about luxury – it's about connections. A love letter to wanderers, storytellers, and anyone who believes the world is best experienced through shared meals, serendipitous conversations, and layers of culture are stitched together with heart.

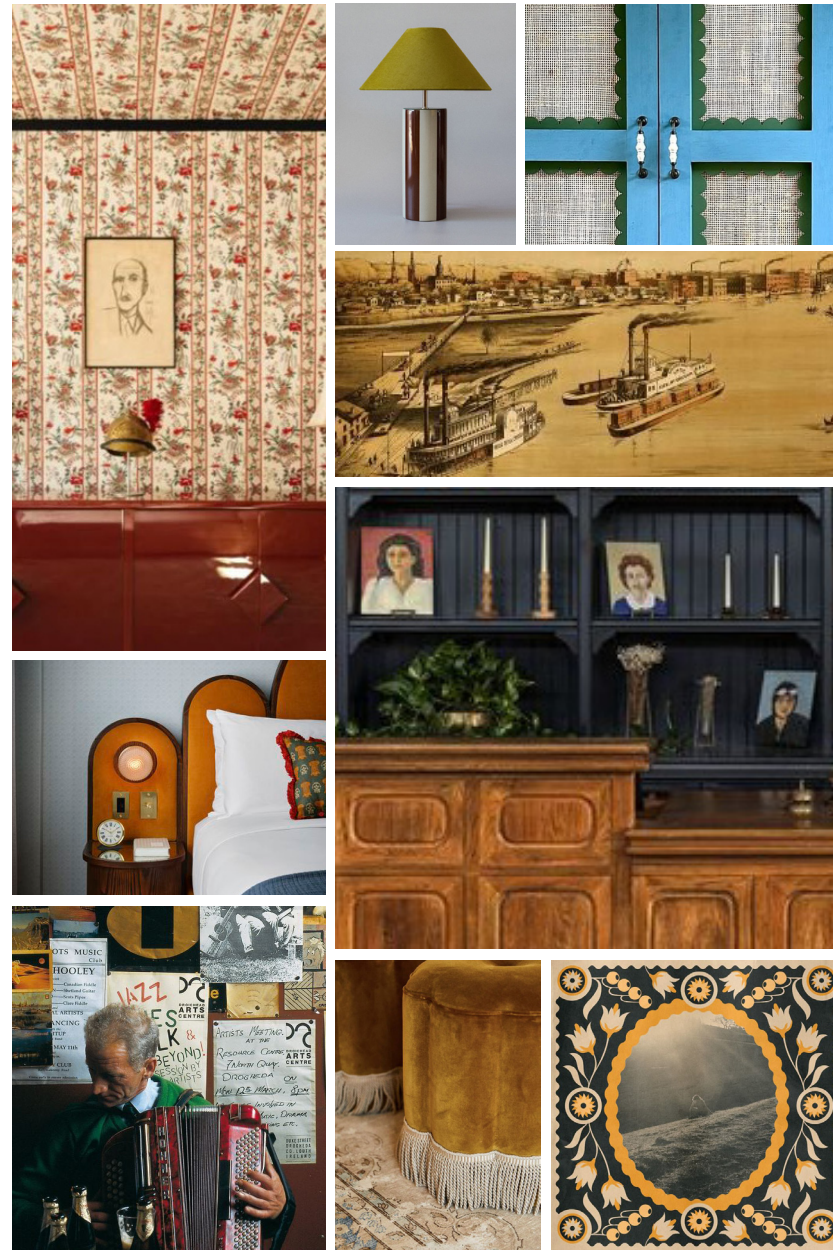


Design Principles

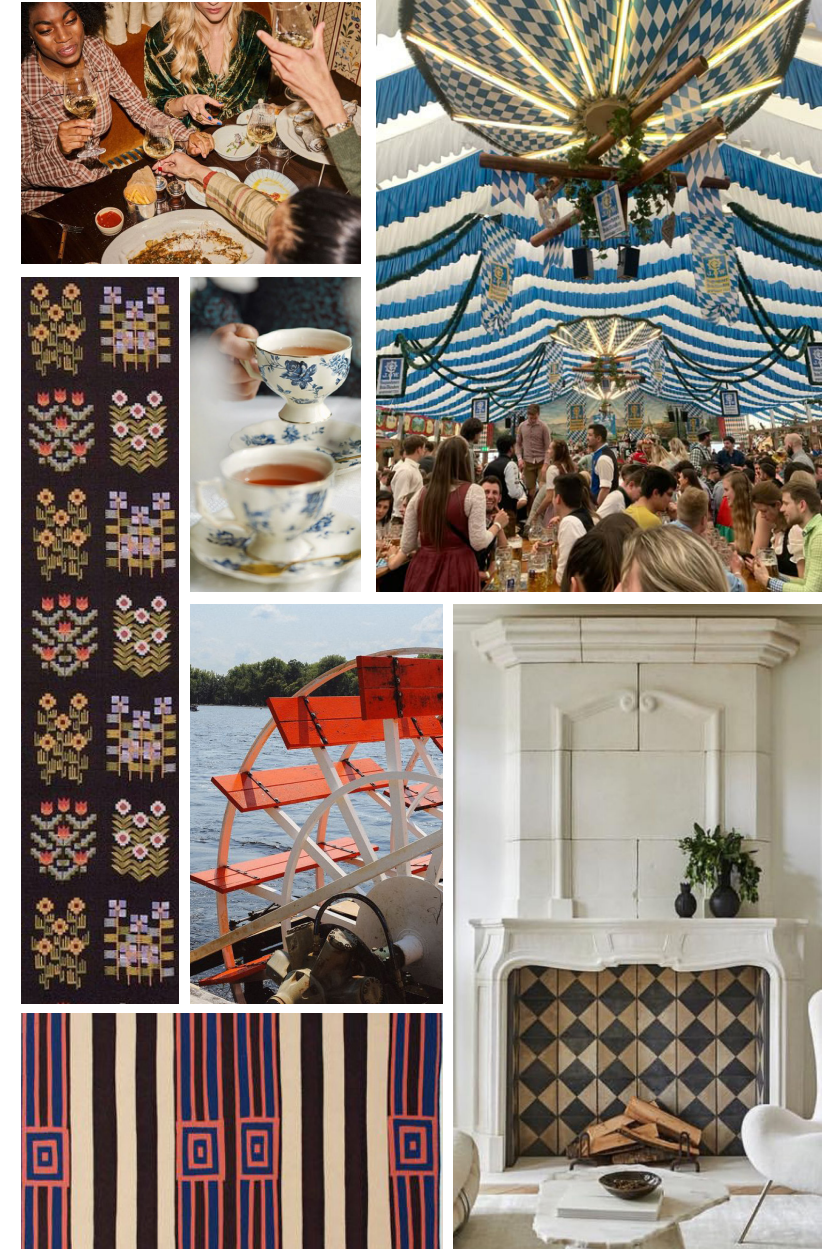
delightfully imperfect



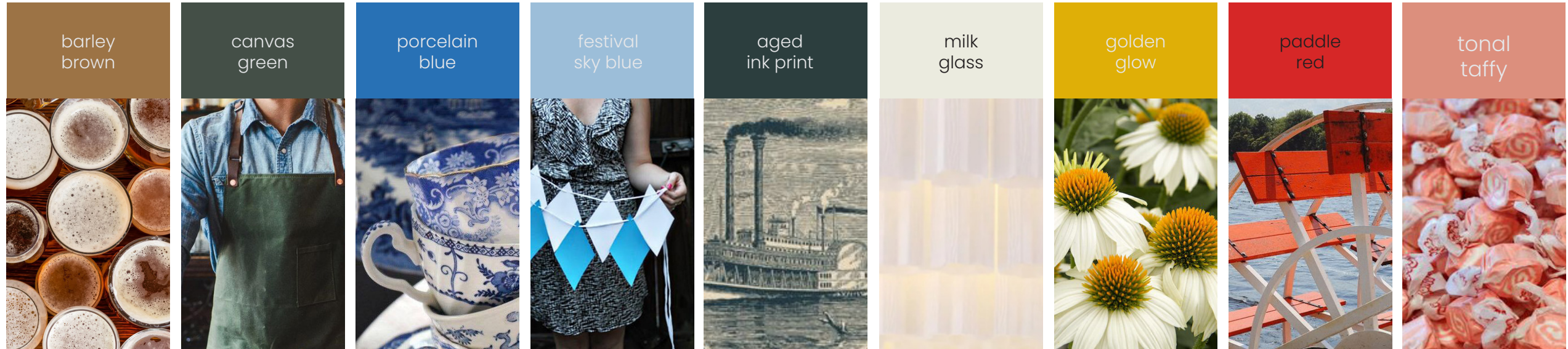
nostalgia redefined



crossroads of heritage



Color Story



Existing Exterior



Exterior Study | Overall View 1



natural brick | faux balconies | updated entry doors and signage | large-scale mural | awnings at street level | dark painted brick at street level | removal of existing peaks

Exterior Study | Overall View 2



natural brick | faux balconies | updated entry doors and signage | large-scale mural | awnings at street level | dark painted brick at street level | removal of existing peaks

Exterior Study | Levy House Entry off Pearl Street



natural brick | faux balconies | updated entry doors and signage | large-scale mural | awnings at street level | dark painted brick at street level

Entry Study | Arrival



fully painted | removal of porte cochere | enhanced marquee awning | opportunities for branding and signage | added transom windows above marquee lighting
awnings at all windows | refreshed landscaping | addition of front feature patio | updated lighting at entry (new locations) | updated lighting around restaurant (existing locations)

Entry Study | Arrival



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awnings at all windows | refreshed landscaping | addition of front feature patio | updated lighting at entry (new locations) | updated lighting around restaurant (existing locations)

Whilder Entry Study Off 2nd Street



fully painted | updated entry doors and unique feature signage | awnings | new accent lighting (placed in existing locations)

Thank you.

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