



MOONRISE HOTEL

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BOUTIQUE HOTEL ON THE RISE IN THE LOOP

By Linda F. Jarrett

Who could have guessed that when University City visionary Joe Edwards opened Blueberry Hill in 1972, that his vision would extend so far and influence so many?

On June 18th, the day of the full moon, Edwards held the launch for his newest venture, Moonrise Hotel at 6177 Delmar Blvd.

Situated at the eastern end of the eclectic Loop, this sophisticated, contemporary hotel is but the latest project in the entrepreneur's plan to link the city and county with a string of attractions along Delmar Blvd.

Edwards has teamed with locally-based hotel experts, including Bob O'Loughlin of Lodging Hospitality Management, to create a unique hotel experience that offers the unconventional, while delivering comfort and style pleasing to all types of guests.

The seven-story Moonrise will be the area's first full-service boutique hotel, and will feature 125-guest rooms, 10 suites and 2,000 square feet of meeting space.

"This is something out of the ordinary, a first-class, upscale hotel with interesting and quirky design features that will set it apart from other types of hotels," Edwards says.

These "design features" include a lobby with an iridescent wall that changes color, and a dramatically angled staircase. An illuminated, rotating moon depicting the lunar phases will top the hotel and point the way to this one-of-a-kind hotel.

Guests can catch a show at the Pageant Concert Nightclub, only steps away, or stroll down The Loop's shopping and entertainment district, named one of the "10 Great Streets in America" by the American Planning Association.

The hotel's proximity to MetroLink means guests can get to Clayton, the Central West End and Downtown in minutes.

After dining in the gourmet restaurant, Eclipse, guests can adjourn to the rooftop terrace and bar to enjoy the St. Louis skyline where, Edwards says, "They can see the moon rise."

Afterwards, rooms outfitted with a 32-inch flat screen HD television and iPod docking stations will await them. High scale bathrooms feature top mount sinks and an array of Aveda bath products. A good night's sleep is insured on the pillow-top beds with luxury linens and oversized pillows.

With its unique location, Moonrise will be the perfect place for St. Louisans to take a "mini-vacation," and not worry about airfares or gas prices. Why "Moonrise?" "I picked a name that people around the country could relate to, and everyone loves the moon," Edwards says. "Plus the word 'rise' is positive, and there are so many things that can be done artistically with it."

Edwards says the hotel will be completed by April 2009.