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HIGH ON THE HOG : MILWAUKEE GETS REVVED UP FOR HARLEY-DAVIDSON'S 105TH ANNIVERSARY.

JULY, 2008

BY MANYA KACZKOWSKI

After visiting the museum (which opens in July), the logical place to spend the night is at the brand new Iron Horse Hotel. It's an upscale property with an industrial bent (it's a rehabbed mattress factory) that caters to motorcycle enthusiasts and business travelers alike. Owner Tim Dixon followed legendary hotelier Chip Conley's advice: Find five words that describe the feel of the property. Dixon's words are edgy, sexy, sophisticated, smart and unique. Every detail in the hotel is measured against each word. "People have to be comfortable walking into the lobby in gritty leathers or in high heels," Dixon says.



To that end, there is covered motorcycle parking, a bike wash and a stylish lounge in the lobby. Guest rooms have thoughtful details such as stitched leather headboards, boot benches and wall murals by local artist Chuck Dwyer. Like Harley-Davidson, Dixon used reclaimed materials whenever possible, and original architectural elements were factored into the hotel's design. "We really respect the bones," he says. "We try to use them, rather than hide them."

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