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**Golden Week 2009
Celebrated at Napa Valley's Newest Luxury Hotel**

Just three months after unveiling what developer Phil Sherburne hopes will be the greenest luxury hotel in America, the Bardessono will welcome Japanese visitors for the popular holiday, Golden Week, from April 29-May 5. An all-suite luxury hotel located in the walking village of Yountville in Napa Valley's wine country, the Bardessono has assembled a delicious menu of activities for guests to choose from including: cooking demonstrations, tastings with local olive oil and chocolate makers; personal visits with several of the region's noted winemakers; instruction in wine tasting basics and cheese tasting with experts; bicycling, hiking and the spa services for which the hotel is known. Aromatherapy lessons will be provided along with acupressure hand treatments. Garden foraging with a resident gardener and a rustic outdoor lunch may also be selected from the many options. Japanese-English translators will be on hand to guide individuals and groups.

The Bardessono is an environmentally-friendly luxury hotel built on an historic family farmstead owned by grape growers who immigrated to the Napa Valley from Italy almost a century ago.

The hotel is located in easy walking distance of many well known restaurants including Thomas Keller's French Laundry, Ad Hoc and Bouchon; hot air balloon rides and shops including Napa Style owned by Chef Michael Chiarello of TV Food Network.

At the Bardessono guests enjoy a rooftop lap pool and poolside cabanas; many spa services in the privacy of their own room; bubble bathtubs for two, separate showers, flat-screened video monitors, fireplaces and 24-hour in-room dining. Some rooms offer outdoor solar-heated bathtubs crafted in Sonoma Stone patio showers and steam rooms.

A European-style bar serves Blue Bottle Coffee, loose-leaf teas and artisan spirits as well as wines from around the world. In the dining room, Chef Sean O'Toole offers custom cuisine prepared from organic, local ingredients.

The Bardessono is a contemporary California hotel with strong Japanese influence. In brief, the Bardessono's Japanese story goes like this:

- **Hotel Service:** James Simkins, CEO of MTM Luxury Group, oversees hotel management. Mr. Simkins lived in Japan for many years where he **Managing Director of Westin Tokyo at Ebisu Garden Place**. He successfully opened this \$620 million project in October 1994 and within 26 months achieved the position of top performing luxury hotel in all of Japan. **Director of Guest Experience-Cristina Salas-Porras** was a part of the opening team of the Park Hyatt Tokyo where

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she helped set front desk service standards that prevail to the present. She is a graduate of Keio University in Tokyo. Ms. Salas-Porrás worked with Alice Waters of Chez Panisse for 10 years.

- **Design:** **Matt Dick of Matto Creative** has designed the guest room robes and worked with Yoji Yamamoto and Tim Hamilton to create a collection of apparel for hotel service staff. A graduate of the California College of Arts, Mr. Dick has worked with numerous Japanese textile artists and is a designer himself. Tamotsu Yagi Design created the hotel logo and collateral material. Born in Japan, Yagi has lived in California since 1984, merging East and West in his graphics and design. **Sawyer Even Shively of Arborica** whose father was a Japanese scholar, hand milled all of the wood from which the hotel is constructed.
- **Aromatherapy:** **In Fiore's Julie Elliott** who showcases her organic beauty products in Japan at Barney's New York Ginza; Shinjuku and Yokohama as well as United Arrows Kobe and Osaka, created customized creams and products for Bardessono guests. Ms. Elliott was awarded the Grand Prix in organic beauty by Japan's VOCE and a recent Grand Prix for MACQUIA magazine with her Crème de Fleur. In Fiore's artisan formulations for treatment and general wellbeing will be used in spa treatments along with other carefully chosen products. In Fiore developed the in-room amenities line for the hotel, which include body wash, body lotion, shampoo, and hair wash with a signature Bardessono scent.

Reservations for Golden Week are subject to availability. With one a la carte selection for a wine country experience, Bardessono suites begin at \$550 a night for Golden Week. For reservations, contact: David Lambert at 707-204-6002 or David.Lambert@Bardessono.com.##

About MTM Luxury Lodging www.mtmluxurylodging.com

MTM specializes in managing independent luxury hotels, inns and resorts which are the best in the markets they serve, are located in spectacular settings and are distinctive with an abundance of character, ambiance and a flair for exemplary regional cuisine. MTM manages the award-winning, iconic Willows Lodge, also developed by Phil Sherburne as well as the Liberty Hotel, Boston and Hotel 1000, Seattle both of which recently opened to rave review from the luxury travel media.

About Phil Sherburne www.Bardessono.com

Phil Sherburne's work as an eco-developer began 20 years ago with his work in Decatur Island in the San Juans where he maintains a weekend home with his wife and two daughters. He is an honors graduate of Harvard who's community and urban planning work distinguished him early on. He is widely recognized for his: Ford Foundation work in Boston; early HUD accomplishments in Chicago and urban planning during a pivotal time in Seattle's development. He owns hotels in Woodinville, Washington and Santa Barbara, California.

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