

REIMAGINED RENAISSANCE

Modern Renovation Honors Indy's Omni Severin Hotel Root

The Omni Severin Hotel became an iconic structure when it was built in 1913 across from Indianapolis' intercity train station, hailed as the first Union station in the world. For more than a century, travelers were greeted with views of the striking structure as they entered and exited the station enroute to their destinations. Passersby and the many who would book a stay at the hotel were treated to the rich the building's art deco architecture.

When the topic of renovation surfaced for the longest-running hotel in Indianapolis, the team of construction partners carefully collaborated to ensure none of the historical significance was lost.

"We were proud to serve as the architect for the Omni Severin public area and guestroom renovation, ensuring the seamless integration of the design vision into the architectural framework of this historic property,"

said **William Cox**, Principal and Studio Director with C+TC Design Studio, architect for the project. "Collaborating with the Ealain Studio design team and Omni Interiors, we worked to honor the building's legacy while creating a space that meets the needs of modern guests."

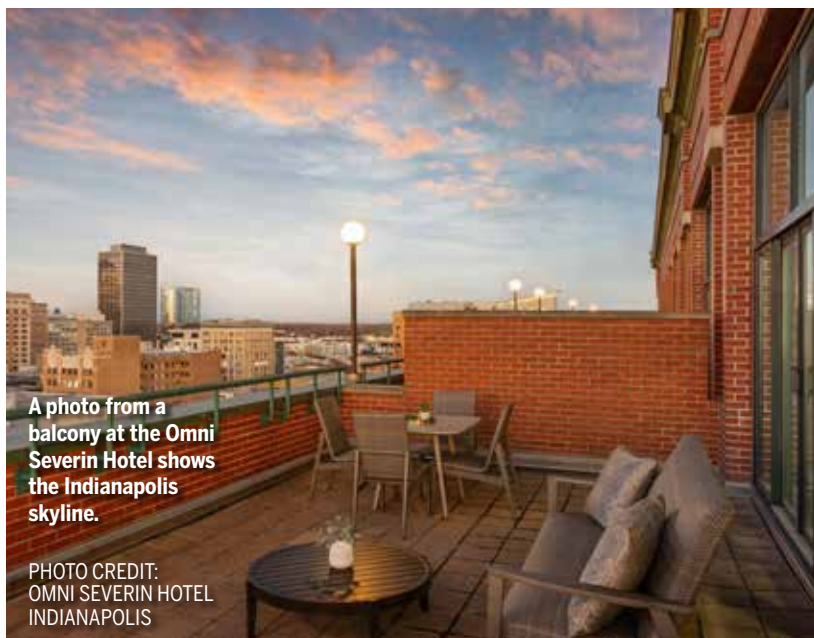
NAVIGATING CHALLENGES

Bruce Cranford, CEO, Business Development for CSG Contracting, Inc., lead for the room construction portion of the project, said the team overcame challenges including eclectic layouts and renovating entire guestroom floors within an occupied hotel. He said

The Omni Severin Hotel is the longest-running hotel in Indianapolis.

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A photo from a balcony at the Omni Severin Hotel shows the Indianapolis skyline.

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OMNI SEVERIN HOTEL
INDIANAPOLIS

design challenges within the historic portion of the building were also a major consideration.

The crews were also charged with demanding timelines, a fast-paced project to be completed in time for the preparation of major events planned in the area. Located in the heart of Indy's bustling downtown area, the hotel is one block from the Indiana Convention Center and within walking distance of two other major venues – Lucas Oil Stadium and Gainbridge Fieldhouse.

“By working alongside Omni Hotel & Resorts, we were able to successfully complete the project on time,” said Cranford.

OLD MEETS NEW

The hotel houses 424 hotel rooms, 36 of which are suites containing design considerations including lofts, balconies and windows that reach from floor to ceiling.

Laura McKoy, Omni Creative

Director and Vice President of Interior Design, said working with the original 1913 structure presented the design team with a number of challenges, including quirky room layouts and half-floors to hidden corridors and layers of old materials.

“Despite these challenges – or perhaps because of them – we created 90 unique room

“In the end, we successfully executed our vision with a design that pays homage to the American art deco essence of Indianapolis that is so well preserved and celebrated throughout the city.”

LAURA MCKOY

OMNI CREATIVE DIRECTOR AND
VICE PRESIDENT OF INTERIOR DESIGN

styles across the property's guest rooms and suites,” she said. McKoy noted the same innovation and creativity was used to reimagine the lobby to reflect the glamor of the train travel era and nearby Union Station. “In the end, we successfully executed our vision with a design that pays homage to the American art deco essence of Indianapolis that is so well preserved and celebrated throughout the city.”

In the lobby, where guests often have their first impressions of the property,

Some of the unique guestrooms at the Omni Severin Hotel in Indianapolis feature loft construction.

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OMNI SEVERIN HOTEL
INDIANAPOLIS





(Above) Some of the unique guestrooms at the Omni Severin Hotel in Indianapolis feature loft construction.

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(Right) A view of the Bar Cardinale inside the Omni Severin Hotel in Indianapolis shows the historical inspirations incorporated into the design of the renovation.

PHOTO CREDIT:
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updated seating and modern touches give way to a reception desk backed by a mural that drives home the roots of the structure. The image features billowing smoke from a train engine, reminiscent of scenes from earlier days. To the left is Bar Cardinale, named and inspired by the Cardinal train line and the state bird. The hotel's other dining option, 8th Notch Café & Market, is to the right of the reception area and has been transformed into a 1900s-style diner.

Jacqueline McGee, Principal - Director of Design for Ealain Studio, describes the interior design of Bar Cardinale and the 8th Notch Café & Market as "bewitching glamor." She said one of the many striking additions to Bar Cardinale is the unique three-dimensional cardinals perched on brass liquor shelves, evocative of their namesake while using materials that accent train interiors.

"The natural beauty of soaring panels of glass onyx create a luxurious and sophisticated aesthetic creating a distinctive and special ambiance," said McGee.

Also drawing relevance from Union Station, 8th Notch was inspired by railroad terminology for a specific type of track design feature as well as patterns and colors inspired by floor patterns and the large wall grills found on the platform of the station, she noted.

"A remarkable, curated art installation adorns the walls of 8th Notch, created to represent the widows of the cardinal passenger train," said McGee.



Artwork depicting train travel adorns the 8th Notch Café and Market at the Omni Severin Hotel in Indianapolis.

PHOTO CREDIT:
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The art installation establishes a metaphor, which recalls the passage of people through time as the train sped through the 20th century, always stopping in Indianapolis.”

ANOTHER CENTURY AHEAD

In addition to the renovated spaces, the hotel also features several meeting and event spaces that are equipped with modern amenities and technology as well as a fitness center and pool. The renovation project at Omni Severin Hotel in Indianapolis is part of a larger strategy to enhance the company’s 50 properties across the country.

In a press release announcing the Indianapolis project’s completion, Steve Quackenbush, General Manager for Omni Severin Hotel, said the historical significance surrounding the property was the driver behind the carefully blended and unique transformation, noting in the release that “we look forward to reintroducing the property to not only locals but travelers as they visit our exciting city.”



The lobby of the Omni Severin Hotel gives way to a reception desk in front of a mural featuring smoke from a train engine.

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Old and new designs blend to create a unique look to shared spaces at the Omni Severin Hotel in Indianapolis.

PHOTO CREDIT:
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Construction Partners

Architect: C+TC Design Studio

Design: Ealain Studio + Omni Hotels & Resorts
In-House Design Team

Room Construction: CSG Contracting

Outlets & Public Spaces: Shiel Sexton