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ELLE Decor

DESIGN EXCELLENCE: MILWAUKEE

CREATING HOTEL DRAMA

HISTORY MEETS MODERN LUXURY AT HOTEL GOODWIN.

When guests enter the newly renovated Hotel Goodwin, downtown Beloit's bold boutique accommodation destination, they may feel as if they've walked onto the set of a classic movie.

"Hotel Goodwin is a fully bespoke project with custom elements designed to make guests feel transported into a sexy, art deco-inspired scene," says Garrett Cheyne, visionary designer and owner of Curate Design Group, which worked closely with property owner Geronimo Hospitality Group to execute

the makeover. "From the grand entrance to sweeping views from the roof balcony, Hotel Goodwin invites people to relax and enjoy their time—perhaps with a martini in hand and a vintage record playing in the background.

"My talented team was thrilled to work side-by-side with Susan Griffin, Geronimo Hospitality Group's lead interior designer," Cheyne says. "Together, we curated the perfect ambiance of throwback appeal—and just the right amount of edgy, rock 'n' roll drama—to signal the ultimate experience of comfort and service awaiting guests."



Beloit's 19th century-inspired Hotel Goodwin.



CLOCKWISE FROM TOP: Hotel Goodwin entrance. Curate Design Group portrait. Luxury suite at Hotel Goodwin. Front lobby designed to set the scene upon entering the hotel. Rooftop bar with multiple seating groups for an intimate setting.

Making an Entrance

Under a dramatically lit exterior overhang, oversized double doors welcome guests into a foyer defined by a broad window wall made of paned glass. "Hotel Goodwin is in an area with industrial roots," explains Cheyne. "The window wall is both a nod to the neighborhood and a tie-in to similar interior elements, like exposed ductwork throughout the hotel. Everything is custom, down to the antique brass finish used on the windowpanes."

Dominated by a grand, French-inspired front desk and accompanying hutch with art deco styling commissioned by Cheyne especially for this space, the lobby is otherwise minimally furnished, simple, and classic.

Traditional black-and-white octagon tile carry style into the details, four-foot brass lamps flanking the desk add drama, and a set of reclaimed oak school doors offers character. But the room's visual focus remains the 14-foot hutch hewn from American walnut.

"It has a looming power to it," Cheyne says of the piece. "Vintage vinyl records on the shelves add playful energy, hinting at what is to come."

Luxury Suites

Hotel Goodwin features 34 spacious, light-filled guest suites, some offering signature floor-to-ceiling windows and all featuring open-concept bathrooms with gleaming white marble vanities, glass-enclosed showers, and in-room turntables.

"We played with texture and materials, using everything from distressed whiskey leather on the tufted headboards to perforated steel next to crystal on the nightstands," says Suzanne Augustson, interior designer at Curate Design Group. "We added tweed chevron textiles near polished nickel and glass to create a sophisticated vibe and balanced out the variety with a neutral color palette for cohesion."

"The artwork looks traditional from a distance, but up close, it is very edgy with a rock 'n' roll theme," says April Luehne, Curate Design Group's general manager. "It is truly exciting to be part of creating an exceptional guest experience."

Rooftop View

Designed to echo both the surrounding neighborhood's rich heritage and vibrant future, Hotel Goodwin boasts the only enclosed rooftop bar overlooking picturesque downtown Beloit.

"This is an innovative flex space that combines the structure's historical elements—like elaborate railings and wood finishes—with the modern luxury of fully retractable glass doors," Cheyne says. "The result is an impeccable marriage of inspiration from the original 19th century Goodwin House with the best options for entertainment and celebration available today."

From the foyer to the rooftop, Hotel Goodwin exists squarely at the intersection of classic and chic, offering guests style, service, and just the right amount of the unexpected.

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