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 DESIGN DESTINATION: LONDON

CALIFORNIA HOME + DESIGN

STAYCATION

THE HIDEAWAY CARMEL

HOSPITALITY POWERHOUSE PLUMBJACK GROUP RECENTLY EXPANDED THEIR PORTFOLIO WITH THE OPENING OF THEIR FIRST PROPERTY IN CARMEL, THE HIDEAWAY.



FORMERLY THE COBLESTONE INN, the 20-room boutique hotel underwent a substantial and remarkable reimagining that elevated the hotel to its current sleek and sophisticated state. Plumbjack President and Partner Hilary Newson explains what first attracted Plumbjack to the quaint property, which is their first bed-and-breakfast, in the coastal city. "I love this charming beachside town and think that Carmel makes for a perfect getaway for those looking to escape city life," she says. "I personally have been coming to Carmel for more than 20 years. I regularly bring my husband and our two young daughters to The Hideaway and love that Carmel-by-the-Sea is so family- and pet-friendly." Newson and Plumbjack Co-President Jeremy Scherer enlisted Shopworks, an award-winning interior design firm based out of Napa, to help conceptualize the renovations, in addition to partnering with local dealer, Watson Gallery (which happens to be one of the oldest photography galleries in the world), to provide art for the rooms and lobby. "The property has incredible charm, from the original cobblestone terraces and gardens

to the close proximity of the local shops and the downtown art influence in Carmel," says Newson. "We wanted to preserve this history while adding modern comforts for today's traveler. I love welcoming back those who have visited us over the years with new, enhanced amenities." The intent to ensure this property was unique was at the forefront of their minds. "We wanted to pay homage to the town as a beach getaway without being too kitschy," Newson explains. "The bright, airy lobby features a large chalkboard welcome sign that provides weather details, and we added a big fire pit to the former parking lot where guests can sit outside with a board game or a glass of wine." Dan Worden, who founded Shopworks along with Kimberly Nutter, elaborates on the fact that the main objective was to maintain Carmel's wonderfully charming, cottage feel but in an elevated fashion. "The challenge was to update the property so that it still feels like it belongs in Carmel," says Worden. "The design is clean and modern without losing warmth. We used simple, elegant materials and warm wood to give a romantic feel." Plumbjack is of course no stranger to the wine world, which is why emphasizing the oenophile in all of us was at the forefront when reconceptualizing the lobby. "The wine bar is our favorite part of the new design," says Worden. "Plumbjack makes fantastic wines, so we highlighted a great place to enjoy a glass of wine on a foggy afternoon by the big stone fireplace. I think that is the heart of what Carmel is about." Plumbjack Group's impressive philanthropic endeavors and dedication to giving back to every community they've planted roots in is also a huge priority for Carmel now that The Hideaway is open and thriving. "I was raised knowing that we need to

actively participate and give back to the communities we are part of," Newson says, "and I am proud of how we accomplish that each year. We are getting to know more about the community and where we can play a meaningful role and we are excited about how we can get more involved." There's a beautiful emphasis on consistency, paired with striving for award-winning hospitality and lifestyle experiences, with all of the Plumbjack properties, and The Hideaway is certainly no exception. Newson also elaborates on the importance of designing a hotel that is, quite simply, approachable. "I think that The Hideaway is our most relaxed location," Newson says, "a place where you really get to know the other guests and the team and a place where you can take a deep breath and breathe in the ocean air." - Caitlin Donovan



TOP PHOTO BY PLUMBJACK PROPERTIES; HILARY NEWSON; BOTTOM PHOTO BY A COZY LOUNGE AREA IN THE HIDEAWAY COURT YARD



Hilary's Local Carmel Favorites:

- Carmel Belle for lunch is lively and delicious. San Carlos St., Carmel-by-the-Sea, CA 93903 (831) 624-4600
- Graveling's for dinner and amazing cocktails. 6th, Carmel-by-the-Sea, CA 93903 (831) 625-7969
- Vesuvio for rooftop drinks with friends. 6th Ave., Carmel-by-the-Sea, CA 93903 (831) 625-2766
- Salumeria Lucas for incredible meals and grilled panini. Dolores St., Carmel-by-the-Sea, CA 93907 (831) 625-0064
- I don't know where to start and stop at The Cheese Shop. Junipero St., Carmel-by-the-Sea, CA 93907 (831) 625-2270
- Little Napoli for the pizza. Dolores St., Carmel-by-the-Sea, CA 93903 (831) 626-6335
- And I cannot pass up getting my father the saltwater taffy at the Cottage of Sweets on Ocean. Ocean Ave., Carmel-by-the-Sea, CA 93903 (831) 624-5000



TOP: A VIEW OF THE LOUNGE IN THE HIDEAWAY, WHERE GUESTS CAN ENJOY DRINKS AND CONVERSATION BY THE FIRE. BOTTOM: GUESTS CAN RELAX IN A KING BATH EQUIPPED WITH A FURRY MATTED AREA AND A DOUBLE SIDED FIREPLACE.



SPECIAL SECTION:  
 KITCHEN & BATH

