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## **Roedel Companies partners with Korn Design**

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New Hampshire-based hotel owner/operators Roedel Companies have partnered with Korn Design, a nationally recognized brand strategy and design firm specializing in hospitality. The organization will guide and inspire Roedel Companies as they move forward with the multi-million dollar renovation of the Hotel Saranac in Saranac Lake, N.Y. Korn Design will reimagine the guest experience, modernize crucial touch points, refresh the visual identity, and craft communications to introduce the many beloved elements of the Hotel Saranac to a broader audience.

Korn Design is working closely with the Hotel Saranac project team to create a new, iconic destination for travelers that captures the true essence of the Adirondacks. The firm is drawing on the history and past traditions within the Hotel and the Village of Saranac Lake to inspire choices that will provide a distinct and unique guest experience while meeting the needs of today's travelers.

"We are so honored to be invited to participate as part of the team that will not only bring this hotel back to the iconic status that it once held, but elevate it to a nationally-recognized destination," said Javier Cortés, partner and creative director of Korn Design.

"Our goal is to create an experience that results in meaningful connections and exceptional service for our guests," said Fred Roedel III, managing member of Roedel Companies.

The Hotel Saranac will remain closed during construction and reopen in 2015.

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