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THE BELL HOTEL OPENS IN DOWNTOWN ATHENS

*Historic Jewel of Downtown Athens Begins a New Chapter as Boutique Hotel*

ATHENS, GA – [FEBRUARY 11, 2025] [The Bell Hotel](#), located at 183 West Clayton Street in downtown Athens, Georgia, is delighted to announce its grand opening February 11<sup>th</sup>, following the completion of a two-year renovation. To view reservation availability, please follow the link [here](#). Originally constructed in 1916 to house advanced telephone equipment for the Southern Bell Telephone and Telegraph Co., The Bell Hotel now offers modern travelers a luxurious retreat infused with historic charm. The boutique property features eight uniquely designed guest rooms, an expansive four-bedroom suite, elegant common areas, and a panoramic rooftop terrace, seamlessly blending timeless architecture with bespoke amenities. To view photos, please follow the link [here](#).

After decades of quietly serving private commercial purposes following the telephone company’s relocation in 1966, the 108-year-old property embarked on a new chapter under the vision of Atlanta-based developer Brad Foster, philanthropist Marie Brumley Foster, and their sons Nicholas, Drayton, and Ben. In 2022, the family acquired the historic building and partnered with Athens-based architectural firm Arcollab to carefully restore and transform the property, which now shines as a polished jewel in the vibrant community of downtown.

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“We are honored to have the opportunity to breathe new life into this property and celebrate its historic significance,” said Brad Foster. “Our family envisioned restoring its architectural beauty while reintroducing its rich story to the community, creating a space where history and modern hospitality come together. Transforming The Bell into a vibrant destination that reflects the spirit of downtown Athens has been an incredible journey, and we’re thrilled to see it shine once again.”

### A STUNNING TRANSFORMATION

In partnership with community preservationists, the restoration of The Bell meticulously uncovered the original design plans by the renowned P. Thornton Marye, celebrated for his work on Atlanta’s iconic Fox Theatre. Drawing inspiration from these historic blueprints, Arcollab and DSI Construction dedicated themselves to preserving the building’s architectural legacy, seamlessly reintegrating original features such as the cast iron stair carriage and balustrade, interior stair handrail, and steel-framed windows. The yellow brick façade, paired with intricate white glazed terra cotta details, was restored to its former glory, reflecting the craftsmanship and grandeur of its era. A crowning achievement of the renovation is the addition of a rooftop terrace, made possible by the building’s robust reinforced concrete post-and-beam structure. This thoughtfully designed space offers panoramic views of Athens, providing an idyllic backdrop for intimate gatherings and celebratory events while harmonizing with the building’s historic character.

The interior transformation of The Bell, led by Stacey Kirby of Atlanta-based Seiber Design and Claudia O. Stimmel of Simplicity: A Southern Lifestyle, brings a vibrant, mid-century modern aesthetic that strikingly juxtaposes the building’s neoclassical roots. The designers introduced a bold color palette, chic furnishings, curated art installations, and statement lighting, creating a dynamic interplay of elegance and personality that defines the property’s public spaces and guest accommodations.

Upon entering the parlor-style lobby, exclusively for guests, visitors are greeted by an atmosphere of refined charm. Black-and-white marble flooring, a polished wood bar, and vibrant banquette seating create a warm and inviting communal area to enjoy throughout

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their stay. Beyond the lobby, the centerpiece of the hotel's interior is the restored grand staircase, enhanced with a striking black-and-white striped runner that amplifies its visual impact. Artistic touches abound, with displays of ephemera uncovered during the building's renovation and a hand-painted vintage telephone mural offering glimpses into the building's storied past. These playful design elements culminate in the Andy Warhol-inspired elevator interior, adding a pop-art twist that surprises and delights with every ride.

The Bell's accommodations further exemplify its commitment to bold design and thoughtful curation. The eight uniquely styled guest rooms and the third-floor suite exude a sense of bespoke luxury, blending rich colors, intricate patterned ceilings, modern sculptural lighting, and textural accents that evoke both comfort and sophistication. Stimmel's design work balances practicality with high-end elegance, ensuring every room feels uniquely inviting. The bathrooms mirror this dedication to detail, featuring state-of-the-art fixtures and custom high-contrast tilework that elevate the guest experience.

To further enrich the narrative of The Bell, Atlanta-raised and Brooklyn-based illustrator Alex Robitaille was commissioned to create a series of hand-painted gouache-on-gesso portraits. These imaginative artworks bring to life a fictional Jazz Age personality for each room, infusing the property with a sense of whimsy and storytelling that captures the spirit of both its past and present. Together, these thoughtful design elements ensure every corner of The Bell is a celebration of artistry, history, and timeless sophistication.

#### TIMELESS ELEGANCE MEETS MODERN COMFORTS

Steeped in history and the bohemian spirit of Athens, the Bell Hotel reflects the creative and intellectual energy of the city. With its location near the University of Georgia and surrounded by downtown's vibrancy, the Bell Hotel is uniquely positioned to offer an independent, boutique alternative to conventional hotels. Blending upscale sophistication with cozy, small-town charm, the hotel delivers a one-of-a-kind experience for guests who appreciate attention to detail and timeless elegance. Its inviting common spaces and distinctive guest rooms are carefully curated to strike a harmonious balance between the building's neoclassical architecture and modern luxuries.

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To meet the needs of today’s travelers, the Fosters partnered with Kasa, a leading technology-driven hospitality company, to ensure a seamless guest experience. Through Kasa’s streamlined platform, visitors can enjoy features like contactless check-in, smartphone room access, and 24/7 virtual front desk support. These modern amenities are paired with personalized service to create an elevated yet effortless stay.

“By pairing the charm of historical architecture with contemporary amenities, The Bell will offer guests a distinctive stay that honors the past and embraces the future,” says Roman Pedan, Founder and CEO of Kasa. “At Kasa, our mission goes beyond providing a place to stay—we aim to curate unique experiences that make guests feel at home anywhere. This project perfectly embodies our commitment to ‘unleash the potential of livable space,’ seamlessly blending the building’s storied past with our proven approach to modern hospitality. We’re excited to welcome The Bell into Kasa’s portfolio and look forward to crafting a destination unlike anything else in Athens.”

### CREATING A LEGACY FOR THE FUTURE

The Bell Hotel is more than just a place to stay—it’s a destination that embodies the essence of Athens. By fusing historic grandeur with contemporary luxury, it offers an unparalleled experience for both first-time visitors and returning guests. Travelers are invited to immerse themselves in an exquisite blend of timeless elegance and modern sophistication. [Reservations are now open.](#)

For media inquiries surrounding The Bell Hotel, please contact Brenda Richards, Green Olive Media, at [brichards@greenolivemedia.com](mailto:brichards@greenolivemedia.com).

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### ABOUT THE BELL HOTEL

The Athens Exchange for the Southern Bell Telephone & Telegraph Company, locally known as The Bell Building, is a distinguished century-old landmark in the heart of downtown Athens, Georgia. Designed by prominent architect P. Thornton Marye and constructed in



1916, it originally served as the regional headquarters for the Southeast’s leading telecommunications provider, playing a pivotal role in the community’s growth and development. The building serves as a testament to early 20th-century architectural grandeur, exemplifying Neoclassical Revival style, and is listed on the National Register of Historic Places.

For decades, The Bell Building stood quietly at the corner of Hull and West Clayton streets, serving private commercial purposes after the telephone company relocated its offices in 1966. In 2022, commercial real estate developer Brad Foster and philanthropist Marie Brumley Foster, along with their sons Nicholas, Drayton and Ben, acquired the property, embarking on a family legacy project that would breathe new life into the historic space. With a deep-seated commitment to preserving the building’s integrity, the Fosters enlisted a team of expert architects and designers to lead an extensive restoration and renovation, transforming it into the exclusive, family-owned boutique hotel that serves Athens today. To learn more, please visit [www.thebellhotel.com](http://www.thebellhotel.com).

#### ABOUT KASA

[Kasa](http://Kasa) is the leading hotel and apart-hotel brand and manager for the modern traveler. Our robust hospitality operating system combines Kasa’s proprietary technology and streamlined operations to deliver exceptional guest experiences and maximize property owner profitability. With over 85 properties across the US and partnerships with leading institutions like Starwood Capital, Berkshire, and Brookfield, Kasa is becoming the industry-standard for guests, property owners, and communities alike. Discover the Kasa advantage at [kasa.com](http://kasa.com).