



FOR IMMEDIATE RELEASE

CONTACT

Lisa Mattson: 707-228-8636

lmattson@jordanwinery.com

Hilary Sessions: 415-385-7855

hilary@quarryhillconsulting.com

JORDAN WINERY COMPLETES MAJOR GUEST SUITES RENOVATION

Interior designer Maria Haidamus leads first remodel since original construction in 1970s

HEALDSBURG, Calif. (July 15, 2021)—Jordan Vineyard & Winery, a French-inspired producer of elegant chardonnay and cabernet sauvignon since 1976, announces the completion of its redesigned guest suites by Maria Haidamus of San Francisco, known for her aesthetic that is influenced by European designs and global travels. This is Haidamus’s first project for a winery, and the Jordan guest suites first major remodel since their unveiling in 1979.

Considered the gold standard of winery lodging for decades, Jordan’s guest suites debuted in the 1970s at a time when wine tourism was virtually non-existent. Winery founders Tom and Sally Jordan were among the first to use culinary hospitality and lodging as a marketing tool for their eponymous winery, and their French-inspired chateau was designed with an entire wing dedicated to housing a formal dining room, commercial kitchen and three large guest suites, ranging in size from 575 to 775 square feet. John Jordan, son of the founders who owns and operates Jordan today, used the downturn in visitor numbers during the pandemic as an opportunity to embark on a \$1 million remodel that retains his parent’s original vision for old-world luxury lodging while bringing the suites’ amenities and bathrooms in line with the most elite hotels in Europe.

“At its height, Jordan is an homage to the old-world traditions of lovingly prepared food, gracious hospitality and of course, great wine,” said John Jordan, chief executive officer since 2005. “Our suites and dining room are the heart of our efforts to preserve these traditions that otherwise might be lost in our frenetic, fast-paced world.”

Interior designer Maria Haidamus of San Francisco, in collaboration with Loczi Design Group, led the eight-month renovation, working closely with Tim and Matt Spence of Jordan Winery, who served as general contractors. Haidamus was tasked with honoring the architectural features of each room and keeping Sally Jordan’s Louis XV French antiques, while modernizing the rooms, designing floor-to-ceiling bathroom remodels, and adding furniture from the XVI and XIII periods, which John Jordan is drawn to. Stucco walls were replaced with elegant plaster, beams were stained, botanical wallpapers replaced toile and wall tiles, queen beds were replaced with kings, single vanities were replaced with doubles, showers were expanded, each wet bar was renovated, antique furniture received refreshes and curated antiques were added. Original hexagon floor tiles (imported from southern France in the 1970s) were preserved, and complementary herringbone-pattern tiles were used in the bathrooms for a seamless transition that honors French style. Because more than 1,000 acres of the Jordan Estate is preserved as natural habitat—woodlands are filled with towering oak trees draped in lichen and rocks covered with velvety-green moss—Lisa Mattson, director of marketing at Jordan, worked closely with Haidamus to pay homage to nature in the design of the specific bedrooms and bathrooms.

- more -

Interior highlights include:

- Custom beds in Louis XV, XVI and XIII style by Alfonso Marina and Baker Furniture
- Custom neoclassical tables by Alfonso Marina
- Early 18th century Trumeau mirror from Soniat House Antiques in New Orleans
- 19th century Louis XVI armoire converted to wet bar
- Two 19th century Louis XV armoires, acquired by Mrs. Jordan in the 1970s, converted to entertainment centers with record players and French classic vinyl record collections
- Botanical wallpapers by Schumacher and Peter Fasano that pay homage to the 1,000 acres of open space at Jordan Estate
- Bathroom floor tiles by Fireclay Tile
- Bathroom vanities and fixtures by Drummond and Stone Forest
- Custom bateau bathtubs by Drummond and Bath Tubs and More
- Antique painting and etched prints that depict French farm life and architecture, sourced from Chairish and 1stdibs
- A 12-piece art installation of oil paintings on ceramic antique plates by DeSimone Wyland of the Netherlands titled, “Along the Seine”
- Custom window treatments designed by Maria Haidamus
- Grand stone fireplaces received Valor gas inserts to elevate function while decreasing carbon footprint

“I was honored to be tasked with the remodel of the guest suites at Jordan,” said Maria Haidamus, principal of Maria Haidamus Interiors. “The suites had beautiful bones, but they had not been remodeled since they were built more than 40 years ago. It was important to me to respect the architectural integrity of the spaces and maintain the classic Jordan aesthetic. My goal was to embrace the heritage of the property and update it by layering in refined furnishings and finishes to make the suites more sophisticated and sumptuous—like a luxury resort.”

Amenities were also focal to the remodel. In addition to the armoire entertainment centers, other new features for overnight guests include: house-made elevated snacks, including spiced nuts, conched chocolate and seasoned popcorn; house-made Jordan Estate foraged tea; and house-made bath salts with Jordan Estate rose petal and lavender.

The Jordan suites, which reopened to overnight guests in June, have also been named for the first time: Vendange (“harvest” in French), Cépage (“grape varietal blend” in French) and Chêne (“oak” in French). Overnight stays are available exclusively to members of the trade, press and the winery’s loyalty program, Jordan Estate Rewards. Learn more at www.jordanwinery.com/reward-types/overnight-stays.

ABOUT MARIA HAIDAMUS

Maria Haidamus Interiors is a luxury interior design firm based in San Francisco. Maria’s design aesthetic is inspired by her global travels and reflects Middle Eastern and European design influences. Her work is memorable, glamorous and imbued with a fresh modern sensibility. Learn more at www.mariahaidamus.com.

ABOUT JORDAN WINERY

Founded in 1972, Jordan Vineyard & Winery was inspired by the great wine estates of France and the timeless connection between food, wine and hospitality. Under the guidance of second-generation vintner John Jordan, Jordan Estate is an extension of these traditions, with its iconic chateau, formal dining room, breathtaking views, sustainably farmed vineyards, natural habitat for wildlife and gardens for the chef’s inventive cuisine, offering a distinctive sense of place in Sonoma County wine country. Learn more at www.jordanwinery.com.