



Inspired by the stoic might of the peaks surrounding it, the new Four Seasons Telluride aims to blend the wild majesty of the San Juans with cozy, contemporary, human-scale comforts. (VERO)

Film spotlight: Four Seasons residences set to capture Telluride's wild and welcoming spirit

The small ski town of Telluride brims with contradiction. Its rugged mountain walls stand rooted in the earth yet glow with an otherworldly shimmer. Quaint local shops, stocked with handmade wares and humble treasures, share the same block as multi-million-dollar homes. It's a hush-hush retreat whose exclusivity is, paradoxically, well known. How does it remain so earthy yet ethereal? So rustic yet luxurious? So discreet, yet undeniably sought after?



In contrast to Telluride's often buttoned-down feel, the town is a magnet for celebrities and ultra-high-net-worth individuals who've fallen under the spell of its stark natural beauty and refined sense of privacy. (JJ Shev | Unsplash)

Part of the answer lies in Telluride's location: a box canyon tucked into Colorado's San Juan Mountains. This guarded position, along with the town's relatively small size, lends an air of secrecy – almost as if these rugged mountains have their own gatekeeping methods. Numbers reflect the understated appeal: only around 160,000 visitors per year (many drawn by Telluride's celebrated festivals), compared to Aspen's 1.5 million or Vail's 2.8 million. The result? A tiny mountain hamlet that feels simultaneously cloistered and world-class.

This balance of natural austerity and refined tastes finds its latest illustration in the upcoming Four Seasons Hotel and Private Residences, set to open in 2028. Valued at around \$1 billion, it will occupy a prime location in Mountain Village, perched some 800 feet above Telluride's downtown district. A pinnacle location for a pinnacle brand, says Brian O'Neill, Director at Telluride Properties. "For a brand of the Four Seasons' caliber, the location of their developments must offer the same one-of-one uniqueness to flourish symbiotically – the towns of Telluride and Mountain Village do just that."



The Four Seasons' modern mountain design is the vision of award-winning AD 100 architectural firm Olson Kundig. "A number of our buyers are Olson Kundig loyalists who appreciate the firm's incredible design philosophy," says Brian O'Neill, Director at Telluride Properties. (VERO)

The design is bold yet hospitable. Clean architectural lines and open-air living underpin the jagged peaks, while sizeable fireplaces and a calming palette of cream, tan and ecru emanate comfort. No gaudy flourishes. No neon fanfare. Just stylish, measured spaces to balance the imposing rock formations that dominate the skyline.

The latest promotional film for the Four Seasons Private Residences Telluride underscores this delicate balance, weaving together cinematic panoramas of Telluride's soaring canyons and serene valley floors with scenes of the town's signature pursuits – horseback rides, fly-fishing excursions and, of course, thrilling ski runs. Interspersed with glossy architectural renderings, the film reveals Telluride's essence at every turn: untamed mountains looming beyond every window, and an inviting refuge waiting just inside.



Composed of three interconnected buildings, this modernist retreat will feature 52 hotel rooms, 43 hotel residences and 26 private residences, ranging from one to five bedrooms and culminating in sprawling penthouses of up to 6,422 square feet (597 square meters). Prices span from \$4 million to \$40 million.

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