

# 4Blades Digital Celebrates Historic Exterior Facade Completion of The Populus Hotel, the First Carbon-Positive Hotel in the U.S.

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Denver, CO – 4Blades Digital is proud to have been part of a groundbreaking milestone moment in sustainable construction and architecture—the completion of the exterior facade at The Populus Hotel in Denver, the first carbon-positive hotel in the United States. Located in the heart of the city, The Populus Hotel is not only a symbol of Denver’s commitment to sustainability but also a testament to the city’s vibrant hospitality industry.

Our team was on-site to film and photograph the installation of the final exterior panel and the subsequent flag ceremony, capturing a milestone in eco-friendly construction. Calvin Ludwig, owner of 4Blades Digital, expressed his enthusiasm for the project, saying, “It is a genuine pleasure and an honor to get to be part of such a historic project like this. I’m excited to be able to look back 30 years from now at this hotel and say I played a, albeit small, part in it.”

This project underscores our dedication to documenting and promoting innovative, sustainable practices in construction, and we are thrilled to contribute to such a transformative venture.

## The Populus Hotel’s Innovative Features

One of the key highlights of The Populus Hotel is its use of Holcim’s EcoPact low-carbon concrete mix, which emits 30 percent less CO<sub>2</sub> compared to standard concrete. This innovative material is a crucial component in making the Populus Hotel a carbon-positive structure. In simple terms, being carbon-positive means that the hotel will offset more carbon emissions than it produces, making a net positive contribution to the environment. This achievement sets new standards for sustainability in the hospitality industry.

The hotel’s exterior design is not only aesthetically pleasing but also environmentally conscious. Inspired by the natural beauty of Colorado’s landscapes, the design mimics the bark of aspen trees, a unique architectural feature that reflects the hotel’s commitment to blending seamlessly with its environment. This design choice not only adds aesthetic value but also promotes eco-friendly practices, such as natural cooling and insulation, further enhancing the hotel’s sustainability.

## Scheduled Opening

The Populus Hotel is scheduled to open in Summer 2024. It will offer guests a luxurious and sustainable lodging experience while contributing positively to the environment and the community.

## The Role of 4Blades Digital

At 4Blades Digital, we are deeply committed to the power of visual storytelling to educate and inspire. Our work on The Populus Hotel project is a testament to this commitment, aiming to highlight how innovative building practices can significantly impact the community and

environment. Through our exclusive drone photography and video footage, we are dedicated to communicating the importance and benefits of sustainable construction.

#### Exclusive Photos

We are thrilled to share exclusive photos of The Populus Hotel and the construction process, showcasing the remarkable achievement of creating America's first carbon-positive hotel. Our construction photography captures the intricate details and innovative techniques used in this pioneering project.

#### Contact Information

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#### Conclusion

The completion of The Populus Hotel marks a significant step forward in sustainable architecture, and 4Blades Digital is honored to have played a part in documenting this historic event. We look forward to continuing our mission of educating the community on the purposes and impacts of innovative building projects.

We invite you to join us in celebrating this milestone and to learn more about how sustainable construction can shape the future. Your support and interest are integral to our mission of promoting innovative building projects.

#### About 4Blades Digital

4Blades Digital specializes in capturing the essence of architectural and construction projects through high-quality architectural photography and videography. Our mission is to educate and inspire through visual storytelling, highlighting the impact of innovative building practices on communities and the environment.

Source: <https://thenewsfront.com/4blades-digital-celebrates-historic-exterior-facade-completion-of-the-populus-hotel-the-first-carbon-positive-hotel-in-the-u-s/>

#### About 4Blades Digital

4Blades Digital recognizing there was (and is) a significant need in the Construction Industry to better document jobsites. As a Project Manager in the industry, Calvin was constantly hounding his teams to take more pictures of the jobsite and provide better documentation for the inevitable "what ifs" that come up in construction.

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