

<http://www.vogue.com/vogue-daily/article/guide-to-coachella-2011-best-of-the-festival-and-beyond-the-music/>

VOGUE DAILY

FASHION

Guide to Coachella 2011: Best of the Festival and Beyond the Music

By Evelyn Crowley



Music lovers of every stripe—and undoubtedly a yen for lo-fi guitar—will convene in the Palm Springs desert this weekend for the annual Coachella Festival: three days of live performances, impromptu dance parties, and the occasional PYT sighting (rumor has it that **Alessandra Ambrosio** and **Jessica Stam** will be heading to the sold-out event this year). If you're fortunate enough to count yourself in on the fun, Vogue.com has got you covered. Here, our guide to all things Coachella: who to see and what to do in the tents, beyond the festival, and afterhours. . .



Clockwise from left: Viceroy Palm Springs, The Parker Palm Springs and The Ace Hotel & Swim Club
 Photo: Courtesy of Viceroy Hotel; Courtesy of the Parker Palm Springs; D. L. Thompson & Jon Johnson

STAY

The Parker Palm Springs

It's five-star luxury with a side of kitsch (yes, that is a copy of *Valley of the Dolls* on your nightstand) at this **Jonathan Adler**-designed resort. A home base for many Coachella headliners (last year **Jay-Z** and **Beyoncé** were spotted checking in), the hotel prides itself on being a reprieve from the festival mayhem. Guests can unwind with a round of croquet on the lawn or a s'more roasting session around an open fire pit. For the ultimate breakfast in bed, order up the lobster and Sevruga caviar frittata from the hotel diner, Norma's. It'll only set you back \$1,000.

4200 East Palm Canyon Drive;

Viceroy Palm Springs

Kelly Wearstler's love letter to Old Hollywood glamour is conveniently nestled in the heart of downtown. Guests can channel their inner Greta Garbo in one of the secluded

private villas or play the pampered starlet at the Estrella Spa where the “nuturing foot and leg” treatment will surely be in high demand among weary festivalgoers.

415 South Belardo Road; viceroypalmsprings.com

Ace Hotel & Swim Club

Like its sister properties, the Ace Palm Springs caters to a boho-chic under-30 crowd—so expect the hotel to be at capacity this weekend. The mod-retro decor takes its cues from the desert location with Southwestern rugs, an earthy color palette, and vintage furniture culled from local shops. As in years past, the Ace will host a series of parties, promotions, and live music events (under the banner of Desert Gold) throughout Coachella. Lest you forgot to pack footwear, there’s even a make-your-own–flip-flops party at a Havianas pop-up on Friday.

701 East Palm Canyon Drive; acehotel.com/palmsprings

Safari Tents at Coachella

Don’t let the word tent throw you, these fully furnished Shikar–style accommodations come with all the trappings of a luxury hotel, including a private parking lot, beefed-up security, and golf carts to shuttle you to the venue. Their biggest draw, however, are the two all-access wristbands that await guests upon arrival.

coachella.com/camping/safari