



smarter
FURNISHINGS

Dollywood's Heartsong

Lodge & Resort

HOSPITALITY | sf

The Partner

When Dollywood set out to create the HeartSong Lodge & Resort, they had a clear vision: to design a space that captured the spirit of the Smoky Mountains and offered guests a warm, welcoming experience. They brought us in to help bring that vision to life through thoughtfully designed, custom furnishings.

We partnered with Herschend Family Entertainment and Metzger Construction, two experienced teams that shared our values of collaboration, quality, and integrity. From the beginning, it felt less like a traditional vendor relationship and more like a true partnership. Together, we aligned on the details, respected the vision, and worked toward a shared goal of delivering something truly special.

The Process

Bringing the HeartSong Lodge to life required careful attention to every detail. We worked closely with the Dollywood team to finalize finishes and selections, making sure every piece of furniture captured the natural warmth and charm of the Smoky Mountains.

To build trust and keep the process transparent, we shipped fully built samples from our overseas factory for the client to review in person. This hands-on approach helped set the tone for a smooth and collaborative experience. Throughout production, we provided regular updates and virtual check-ins so the client always had visibility into progress.

Each item was carefully engineered to meet both performance and budget goals without sacrificing design or durability. From planning through punch list, our dedicated Project Manager stayed fully involved and even traveled to the site during installation to ensure everything came together exactly as intended.



The Outcome

In the end, we furnished over 300 rooms at the HeartSong Lodge with custom-designed pieces, including headboards, side tables, desks, luggage racks, and media units. Everything was delivered on time and within budget.

The total furniture package, valued at \$2 million, was completed in time for the resort's grand opening in late 2023. More importantly, the final result reflected everything Dollywood hoped for. The space feels warm, elegant, and comfortable, with every detail supporting the guest experience. We're proud to have played a role in shaping a destination that tells a story from the moment guests walk in the door.



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We believe you
deserve a partner that
will give you peace of
mind with proven
furniture solutions.

Contact Us

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