

## bōbiam | b3 experience: Micro Hotel, art gallery, work space, and special events

### An Artistic and Modern Place to Work, Stay, and Play

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What starts with a “b”, has a long “o” sound, and rhymes with “Liam”? The answer: bōbiam. A father’s playful rhyme has become the mascot for Sparta’s new b3 experience, which encompasses the comforting visitor draws of micro hotel and art gallery, along with a work and special events space. b3 is an artistic, playful, and serious family legacy. Once the Beaver Creek Creamery, which delivered milk in the early 1900s, located at 123 North Court Street, in Sparta, the b3 invites visitors to stay a while, relax, and be inspired.

Owner/Operators, Bill, April, Liam, Wyatt, and Stella Farrell and Gage Andersen have created a livable, functional artistic expression in Sparta, Wisconsin - from an abandoned building. Gage explained that they did 95% of the remodel themselves, sourcing out the other five percent to local plumbers and electricians. Liam shared that, since their soft opening 6 weeks ago, they have had 75% occupancy, with very little marketing. The majority of visitors have been bicyclists, visiting from many different areas of the state and country. The entire Farrell family is full of ideas and enjoys inspiring, supporting, and collaborating with others within the city. According to them, they are here for the long haul. This exciting new artistic space has their own fun and quirky b3 terminology, all rich with meaning and imagery.

In stark contrast to the classic hundred-year-old Carnegie library, which is in mid-transformation next door, the old Beaver Creek Creamery has been undergoing a very modern and somewhat mysterious transformation of its own. For the past couple of years, museum and library patrons have seen people working around the previously abandoned building, since the most recent owner passed away. The workers, who are also the new building owners, were busy bees, yet always made time to share a friendly smile. Some people, such as the original creamery owner, stopped in to check it out and learn more. But, for the majority of Sparta, the big question was, “What were they building in there?”

On Saturday, August 17th, 2024, bōbiam opened its doors to the public, for their big open house event, to finally share their special handcrafted and modern space. For 12 hours, the Farrell family and Gage welcomed people in, giving them full tours of the indoor and outdoor spaces, featuring

Bill’s art and design offerings. Along the way, they answered any and all questions; fed the hungry; and shared their “vibe” or “wibe” with all who entered. We will explain soon!

Inside, guests are delighted by natural light, pops of color, exposed brick, a central fireplace, and art throughout. From wall hangings to the furniture and interior design elements, such as doors, tables, mirrors, sinks, and desks, it is apparent that when it comes to art and design, anything Bill Farrell dreams of is not only possible but actually manifests in real time, all becoming additions of the b3 experience.

With a background in engineering and design, and a passion for art, Bill Farrell enjoys designing signature modern art pieces, for commercial and residential spaces. His rental properties are the perfect places to both utilize and showcase his art and design, which include made-from-scratch designs, as well as upcycled items, such as sliding ‘barn’ doors made from shipping containers. Most of his own designs are hand rendered into functional interior design elements locally, in Minnesota. “I like to use concrete, glass, and powder coated aluminum,” Farrell explained.

He also sources pieces that harmonize with his “wibe” from Europe. Explanation approaching! As a result, in each of the four rooms with sleeping accommodations, guests will discover handmade modern art furniture, designed by the owner himself. Primary red, yellow, and blue are key colors he utilizes, as well as bright green and orange, in the sinks, doors, desks, tables, seating, and beds. Modern and immersive showers and baths, along with quiet, automatic high-tech toilets, all add to the atmosphere of artful comfort and modern luxury. Each room also features an “Art TV,” which when on standby mode, can feature a beautiful work of art, upon the large black screen.

b3 is along Beaver Creek, with views of the new library addition, Beaver Creek Bridge, and the Sparta Farmers Market. They have worked with the City of Sparta from the beginning, building a strong relationship with City Administrator, Todd Fahning, on following city ordinances, codes, and zoning. “Todd and the City of Sparta have been just amazing to work with,” Farrell beamed. He explained that the codes and detailed instruction on such work can become quite a headache.

Another part of Sparta that they love is the growing downtown. The Farrell family has been frequenting local downtown businesses, to stay fueled during the remodel, and they have enjoyed building relationships there, too. Along with the Sparta Chamber, Bill has some clever ideas on boosting business mutually, for any downtown businesses that want to collaborate. For



From the left, Wyatt Farrell, Gage Andersen, Bill Farrell, and Liam Farrell pause for a photo together during their Open House event at bōbiam | b3 experience in Sparta, on Saturday, August 17th. One of Monroe County’s newest businesses, the artistic and well-thought-out business provides unique place to stay, work, and play. Herald photo by Jennifer Rodriguez Moran.

example, Cork & Barrel and the Beer Shop may leave drink chips for guests, and there are Matsumoto Ramen House and Kazoku Bistro Japanese cuisine menus on hand.

While business is important to their family and the local economy, as landowners and business owners, the Farrells know that sustainability, the land, nature, and habitat are the backbone of everything. Bill Farrell explained how they have a focus on sustainability. “The black exterior will offset heating costs and resources, by employing passive solar heat technology, and the black stucco will attract the winter sun and significantly warm the building.”

b3 experience is also interested in partnering with groups like The Monroe County Land Conservation Office and the Monroe County Invasive Species Working Group, to restore the habitat on the hillside, leading down to Beaver Creek. The beauty and stability brought back by these efforts will be rewarded with a priceless view and habitat.

For overnight guests, as well as people who come in to work in the daytime, there are shared spaces, such as the lounge area, bar, conference room, and outdoor spaces. Future additions will include a full kitchen, pickleball court, e-bike rentals, a special event tent, and a basement speak-easy bar for guests and events.

For now, b3 is open and thriving, with overnight accommodations available; shared work-space opportunities; and special event space to rent out. The shared workspace will be available to patrons via a key card, which is operable per a monthly fee. The current rate is \$100 per month and allows workers access to the shared spaces, from 8:30 a.m. to 6 p.m., Monday through Thursday. This can be an ideal solution for flexible workers, gig workers, creatives, artists, and entrepreneurs, who want

another option besides home or office.

The overnight accommodations and special event spaces are available for booking by contacting the owners, at b3experience.com Any guest, art patron, or property owner can purchase Bill Farrell’s original modern art pieces or numbered metal prints and functional modern art furniture designs, by scanning the QR codes featured near each piece, or by visiting the b3 experience website.

### The Expansion of Art and Entrepreneurship

Sparta’s spirit of art, entrepreneurship, and innovation is growing, and the new b3 experience art gallery, micro-hotel, co-working, and event venue is proof. The Open House was a busy day, and the Farrells have been very generous with their space, time, and energy. Now, many more people understand what this new place means for Sparta: a place for visitors to stay; a place for people with flexible work to find a fresh place to focus and be productive; a place to host parties and gatherings; and a place to unwind with art, creative design, nature, games, a fireplace, open minded people, and good vibes/wibes. Now, the explanation!

### The b3 Lexicon

**-wibes:** The w in “wibes” stands for water, which Bill Farrell always loves to have near his artistic lodging and work spaces. At b3, good vibes run through you like water — good wibes. By replacing the v in “vibes,” Bill Farrell has effectively created a new word, with rich meaning and imagery. Reflecting the “Good wibes” mentality, b3 has rentals in the art and design districts in Miami and Puerto Vallarta, and they also own one on the Mississippi River.

**-bōbiam:** As a father of youngsters, Bill loved playfully rhyming things with his children’s names. bōbiam is a rhyme for Liam. When Liam was seven, he

draw a figure, which is now the b3 experience mascot. It is featured in the b3 brand, as well as prominently in the lounge area of the new micro hotel.

**-b3 experience:** b3 has dual meaning. b stands for bōbiam, the company’s mascot and Bill, the artist and designer of all things b3. 3 represents art, design, stays: b3’s offerings. Subsequently, Bill is also the 3rd of his name, William James Farrell III, who goes by Bill.

### Room Names and Artistic Expression Explanation

b3 Sparta features Bill’s 5-piece mind and soul art collection. The 4 rentable bedrooms and the conference room are each named after a piece of the collection. The room names along with art explanations are as follows:

**-Awareness** - The red, orange, and yellow macrocosm in this room painting represents the spirit world you can’t see. The green and blue represent the microcosm of our physical world. The pink geometrical fairies, or angels, exist in both realities. God at the top is constantly guiding them to help humanity, represented at the bottom. Humanity is equipped to receive all the information available from both worlds, through our pituitary gland. But too often our radar is turned off by an overactive or underactive mind.

We are all spiritual beings struggling with awareness. Which is why God is crying. God’s tears provide hope and additional enlightenment that the ferries are constantly trying to translate to humanity. We live in a complex world of worlds. This is one of my many interpretations of our existence.

**-Brain** - Our Left-brain is analytical and methodical and the right-brain creative and artistic. They both seem to get me in trouble equally. You have to use your imagination to see the overlap of the spheres of influence. Endless

and infinite possibilities exist in the overlap area, it’s where the magic happens. It’s too personal to unveil. Best to leave raw naked under the covers only visible to the select few who will understand and respect it.

**Begin** - Everything comes from nothing at the very beginning. Until someone makes a decision to Begin nothingness persists. Those with the courage to Begin shape the world that everyone else gets the privilege to live in ... So, Begin.

**-Illusion of Containment** - Our inner orange is the pure opposite of our inner blue. Our blue is mostly calming except when it becomes really concentrated or goes deep, then it can turn black, dark and scary. Orange being the opposite of our calm, is our edge. Much of our energy often goes into containing it, constraining it or trying to balance it out. But it can’t be completely constrained, it will always find a way out. Full containment of our inner orange is an unattainable and unnatural illusion.

**-Mother E** - Humans are here on earth to collect information through our various experiences and connections and return that information to Mother Earth, for her overall benefit and evolution, as a living planet, in the solar system. We are compelled to explore and learn, just like a white blood cell is compelled to attack foreign material in the body. Most importantly, Mother E will provide for and protect us to her death, despite what trouble our freewill leads us into. Our purpose is to learn, and without pure free will our learning is limited. Mother E sets us free so she can see what can be.

You can visit bōbiam | b3 experience in person, at 123 North Court Street, in Sparta, or visit them on their website, at <https://b3experience.com> You may also call them for reservations or more information, at (805) 256-2012.

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- ♥ STOP BY
- ♥ SUPPORT
- ♥ BROWSE
- ♥ LEAVE A REVIEW

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Shop Small this **Season**.

