



the Report:

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Hotel and community / ホテルとコミュニティ

1. Ace Hotel
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Doris C. Freedman Plaza, in front of Plaza hotel:
Public art by Liz Gynn.

the Report:

HOTEL and Community

New York has been always leading the world design in innovative and free dynamic forms. It has been giving many inspirations to the world, and that position has never been changed. However, the New York design in recent years has evolved in sophisticated way rather than just introducing new random ideas.

In the beginning of the 2000s, the sense of fear walking in the public in middle of night still existed, but now that has been gone from New York City. When the city became clean and safe, the price of real-estate went up and forcing the young artists to move to the deeper Brooklyn or elsewhere. The place where new creativity can be achieved freely is no longer in Manhattan. The city has been evolving in a different way with big money. There have been some attempts to demolish the old elements from NYC and build such as amusement parks, which may be safe and clean, but making it " boring" city. However, Manhattan was protected by the regulation of landmarks and also the pride of the community would not let that happened. Thus far, not only the city has become cleaner and safer, but also it has developed into the present age of "vintage modern" with full of love and ideas to make New York a better place. Also, not just proposing new style and trend, the City attracts people just enhancing the brand of "New Yorker lifestyle" without any new attractions. It has been more important to know the identity of the City and protecting what you are proud of as a community.

This change of mind has been applied to the idea of "Design hotel" as well. The visitors and locals used to expect a designer's hotels to be none ordinary, dancing club like space. However, now the shape of good design hotel is engaged to the local community and the shape cannot exist anywhere else but in NYC. The popularity of the AirBnB reflects the idea of respecting the locality as well. It seems that it has been an important factor to experience the sense of the locality as one of the attraction of the tourism. The designs need to be NY specific and need to clearly identify where you are.

Also, the hotel developments became quite influential to the neighborhood. The best restaurants are now located in the trendy hotels and you can always find famous chef, producers, concept restaurants and cool bars there for Manhattan nights. In addition to accommodations, not only eating and drinking but also elements of shopping there became popular. The hotel has been changing its presence as a small, but important complex in Manhattan. It is important to make new transformations using interesting new design, but also the designers shouldn't dismissed the elements which are unique to the area that may have been neglected for long time. It is nostalgic but comfortable, classic but new, timeless designs seem to be popular reasons for both locals and visitors.

Visited hotels (Open Years)

Ace Hotel (2010)

the Dream Downtown (2011)

NoMad hotel (2012)

The Ludlow hotel (2014)
Sean MacPherson

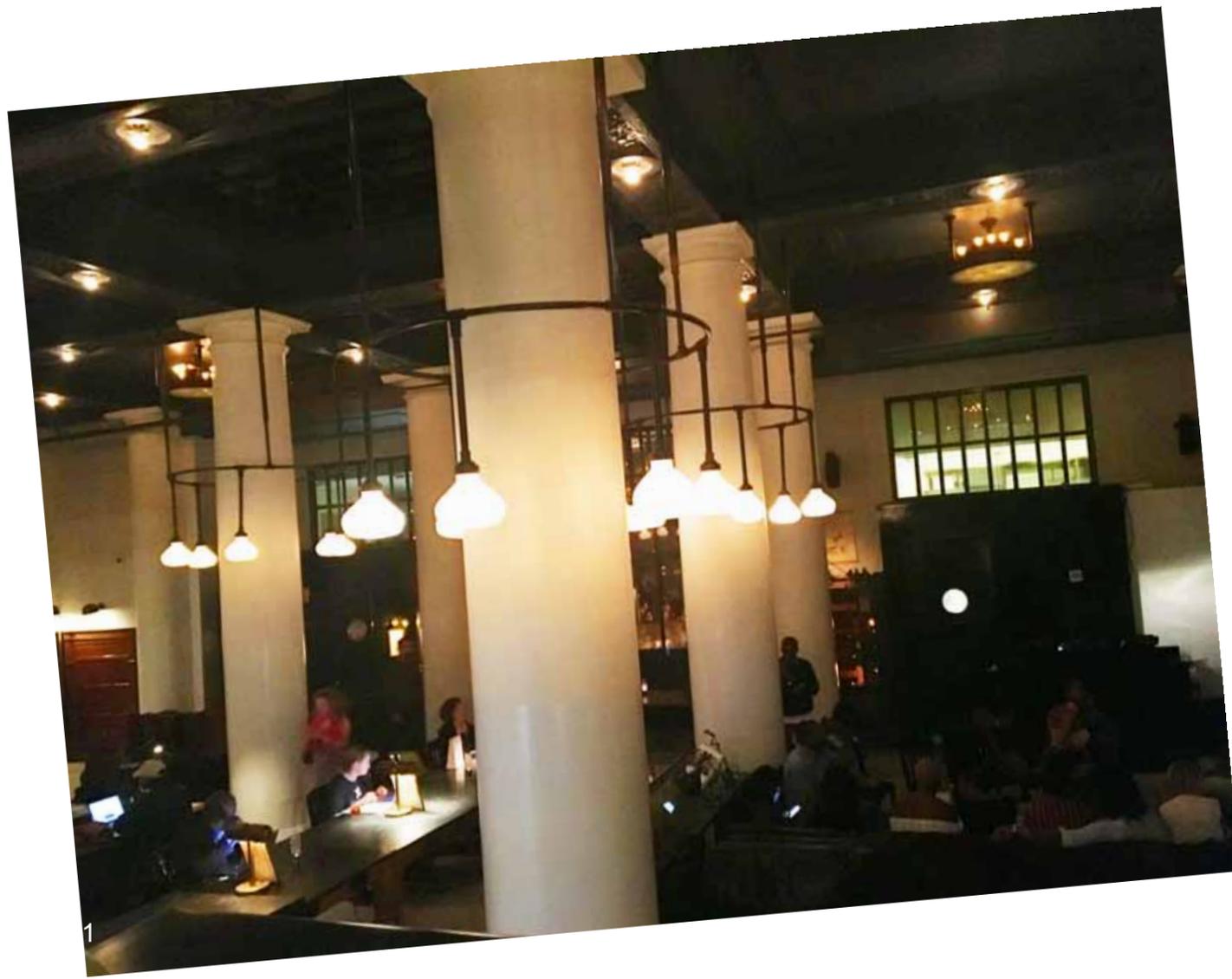
Baccarat hotel (2015)

The Beekman hotel (2016)

11 Howard hotel (2016)

Arlo hotel (2016)

The Williamsburg hotel (2017)



ACE *and* NoMad

ACE hotel : OPEN in 2010
20 W 29th St, New York, NY 10001, USA

Lobby space of Ace hotel:

As a theme of this research, "Hotel and community," we cannot discuss without mentioning the Ace hotel. The Ace hotel was designed by a New York based designer, Roman and Williams. He has designed many hotels and restaurants in 2010, shortly after his success project of the standard Highline in 2009. The Highline was huge development at the time and became the hottest attraction in the City. On the other hand the Ace hotel was located hardly known area then. Now they have transformed the area to be the hippest place in the city influenced by this hotel.

The hotel is connected to the Michelin's star restaurant, oyster bar, popular coffee stand, playful souvenir shop and fashionable boutique. Besides the main entrance of the hotel, there is separate entrance to each store which is also connected to the hotel lobby. High ceiling lobby is opened to public and anyone can come in to the library like area with a community table, lounge sofas and a bar. The front desk for the hotel is set in the corner of the space, so anyone other than the hotel guests also feel free to come into this area from multiple entrances. There was no noticeable attractions in the area, but the presence of the Ace hotel has brought many people here for various purposes.



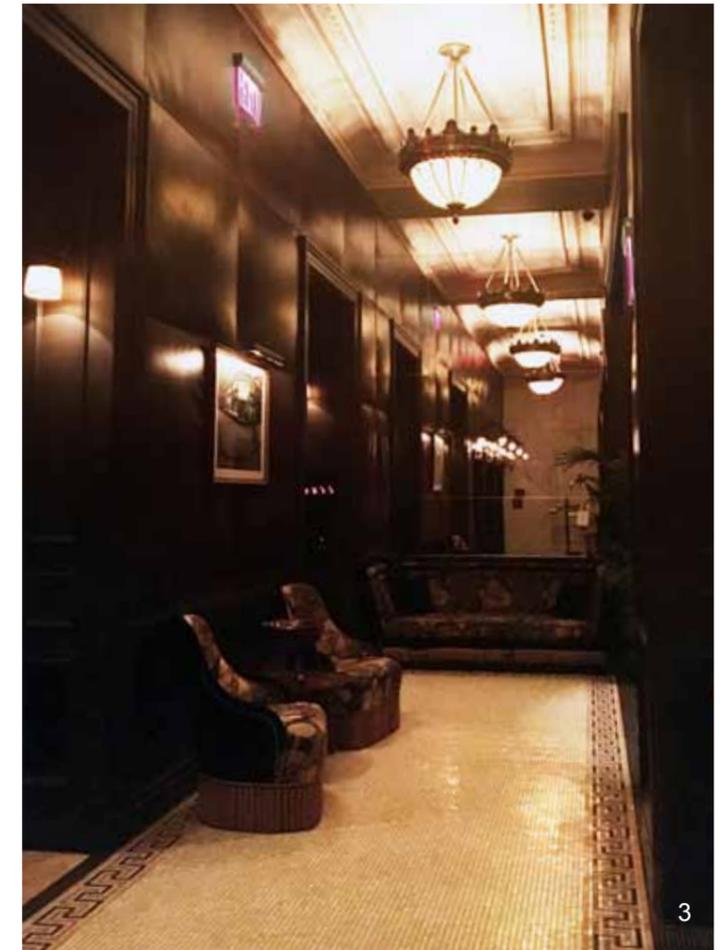
1. Lobby 2. Bar at lobby 3. Reception desk 4. Restaurant Briselin
5. Gallery space between a store and lobby



1



2



3

The NoMad hotel : OPEN in 2012
1170 Broadway, New York, NY 10001, USA

Two years after the opening of the Ace hotel, Nomad hotel opened, further bolstering this area. A French designer Jacques Garcia handled the interior design part of the project. The entrance of the hotel is like a luxurious condominium. It is a small and cosy place, but has sophisticated tense atmosphere like European member's only club house lounge. On the ground floor, a boutique is located, but it is completely separated. It is contrasting approach of design to the Ace hotel. The entrance of the restaurant which is adjacent to the lobby has a small entryway divided by rich thick velvet curtains and a maitre d' is welcoming the guests. It is a luxurious experience that you cannot have anywhere else.

Once you enter the space, you will find a bar at the end of the restaurant, and on the other side of the space there is a library lounge. After passing through the narrow corridor, it connects to the annex and there is a double ceiling main bar with mezzanine space. Once you get in to the the NoMad hotel it will make your favorite spot in New York City.

Both the Ace hotel and Nomad are good examples of the revitalization of the area using existing buildings and elements. They successfully provided what the neighborhood needed and brought up its value.

1. Restaurant NoMad and back bar 2. Library lounge 3. Lobby and reception area

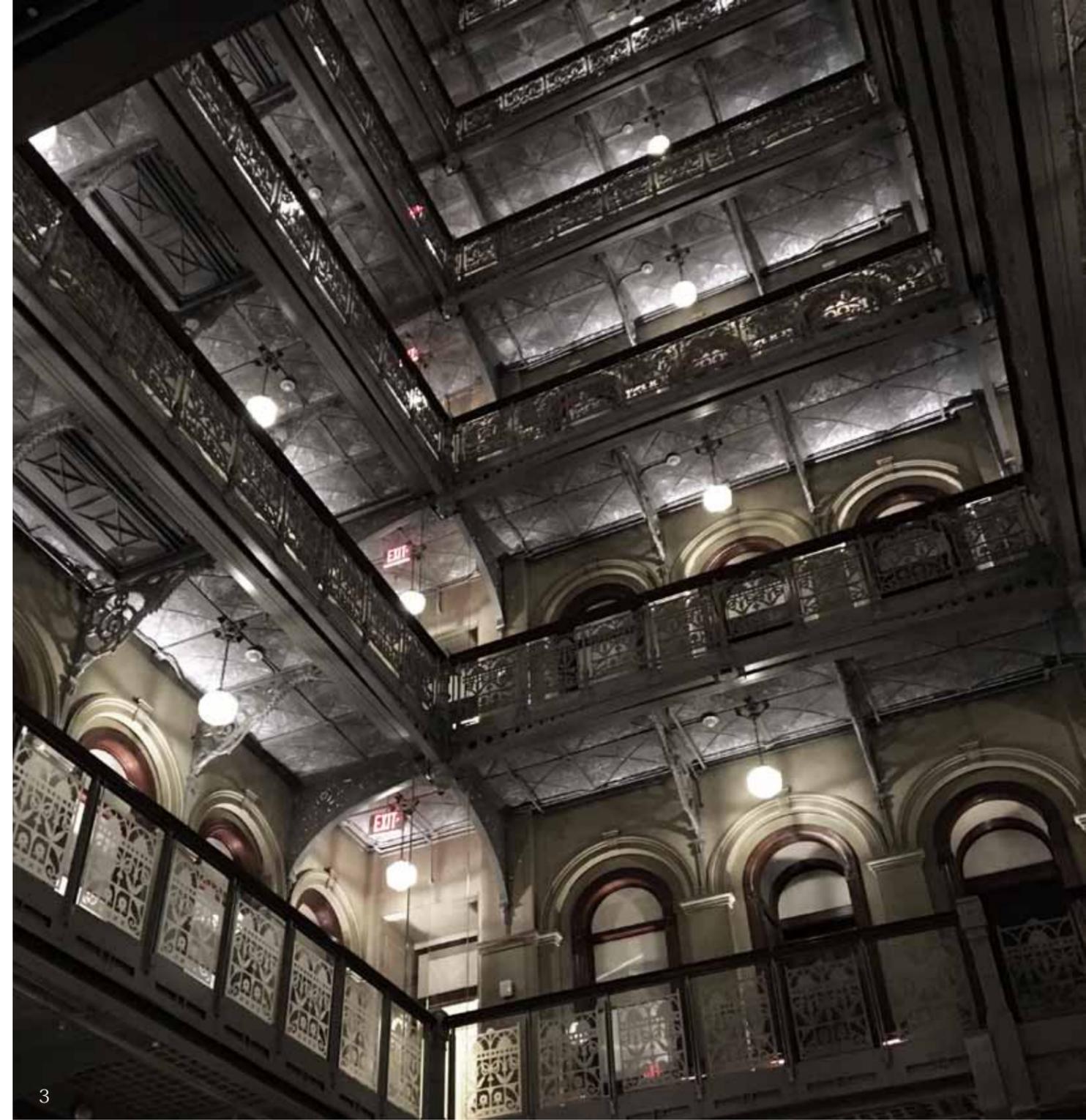
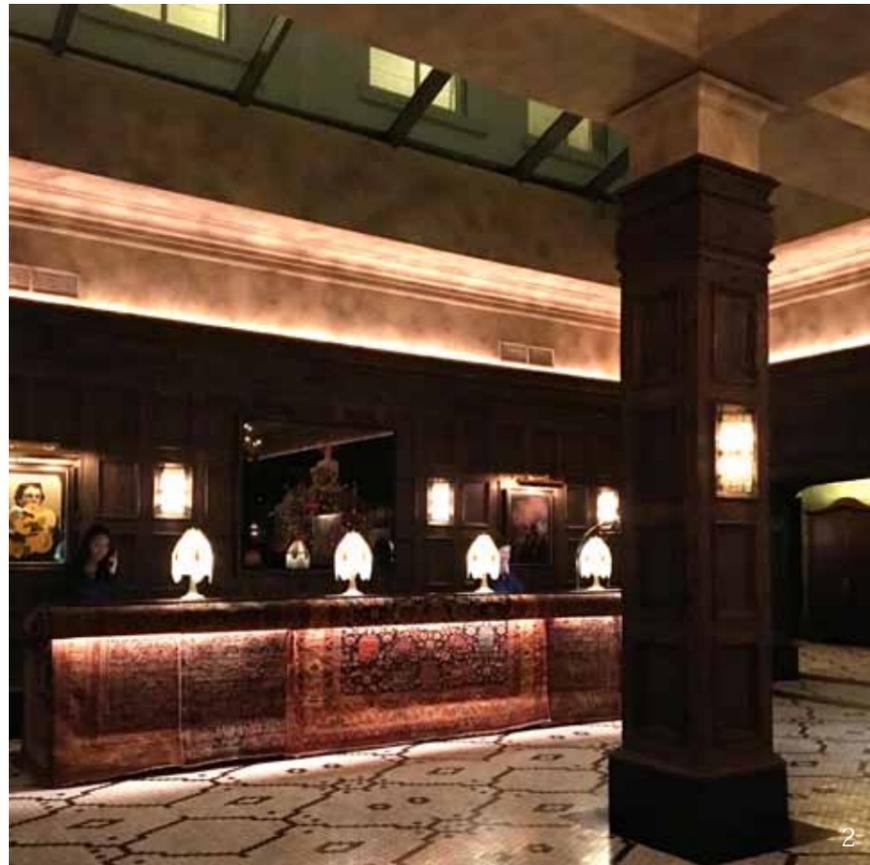


The Beekman hotel

OPEN in 2016

1170 Broadway, New York, NY 10001, USA

The latest hotel of Beekmans in New York is what we paid the most attention in this research. This is the oldest high-rise building in the City, built in 1883, known as Temple Court. Originally it was used as an office building. The Victorian 9 stories building with atrium was a master piece at the time. Although it was designated as landmark in 1998, it had been vacant since 2001. In 2008, the owner changed hand and it opened to the public again for events such as Fashion shows. In 2016, it was reborn as a luxury hotel / residence, which is a part of Thompson hotel brands. Since building had been abandoned for decade, New Yorkers were surprised to see the suddenly appeared classic and gorgeous structure leaving the original image, as if watching the building on a time machine.



Although there was a long sleeping period, the new classic designed building gives you the impression that it has been existed for a long time. The hotel is located in the financial district, being not the area where usually you would mingle and party at night, but the bar with relax yet sophisticated style attracts many young and old forks. Standing among recent high-rise building, this hotel gave us strong sense of presence, and pride.

1. Lobby Lounge area
2. Reception desk
3. Looking up the atrium from the bar. Upper floors are all guestrooms and all the guests have a view of the bar through this atrium.

Hotelier: Sean MacPherson

Maritime hotel : OPEN in 2003, 2016 renewal
363 W 16th St, New York, NY 10011, USA

The Jane hotel : OPEN in 2008
113 Jane St, New York, NY 10014, USA

The Bowry hotel : OPEN in 2010
335 Bowery, New York, NY 10003, USA

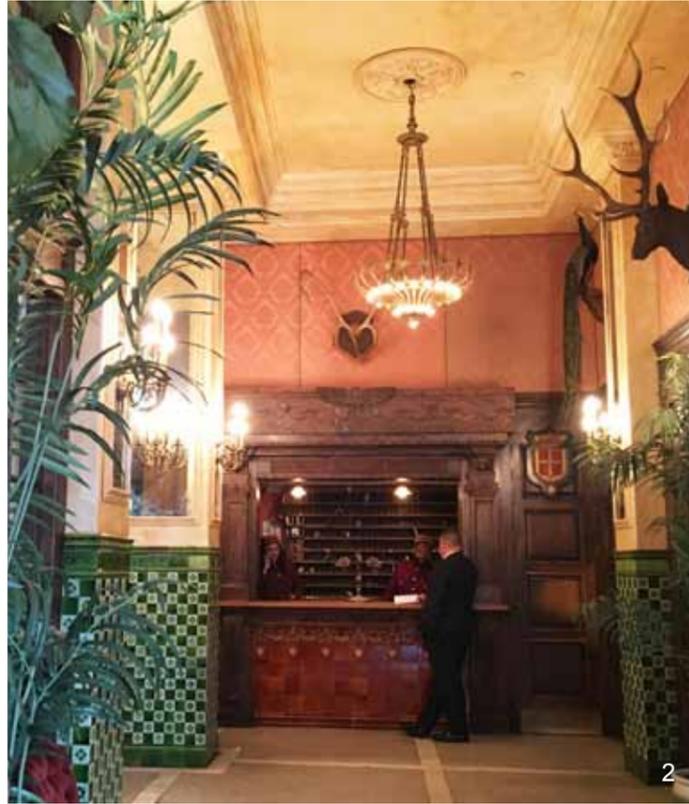
the Marlton hotel : OPEN in 2013
5 W 8th St, New York, NY 10011, USA

The Ludlow hotel : OPEN in 2014
180 Ludlow St, New York, NY 10002, USA

Hotelier Sean MacPherson is a young developer based in New York. He is currently engaging in renewal of a historical "Hotel Chelsea", which is well-known as once the residence of celebrities, such as Andy Walhole, Bob Dylan and etc. It is schedule to be open in 2018.

In our hotel research mission, we were able to visit his other hotels, Bowry hotel, Jane, Maritime hotel and The Ludlow hotel. When the opening of his latest hotel, the Ludlow hotel, he said he wanted his hotel to function as a living room of the neighborhood. He also supervises the interior design with his partner Eric Goode. The guest can feel his own New York living style. It gives more personal feel than the carefully planned designed space we saw at the Ace or NoMad hotel. The Ludlow hotel has well reviewed restaurant and it is trendy and well branded hotel, but it's also well blend in the neighborhood and gives a feel that it has existed in the area for ages, and welcomed to the locals as well.

There are not many the impressive new details that make designers envy, but dramatically planed courtyard with natural light with classic style attract people and makes them stay as social hangout space. You can feel the hotelier's sense of human touch there. Probably, he himself knows how to enjoy New York more than anyone else.



1. The Bowry hotel lobby lounge. Loudlow hotel has court yard similar to this. 2. Reception desk of The Jane. 3. Maritime hotel lobby space. There are some elements left from before the renovations. Sean MacPherson have involved in restaurants in the City as well, such as the Park and Waverly inn.

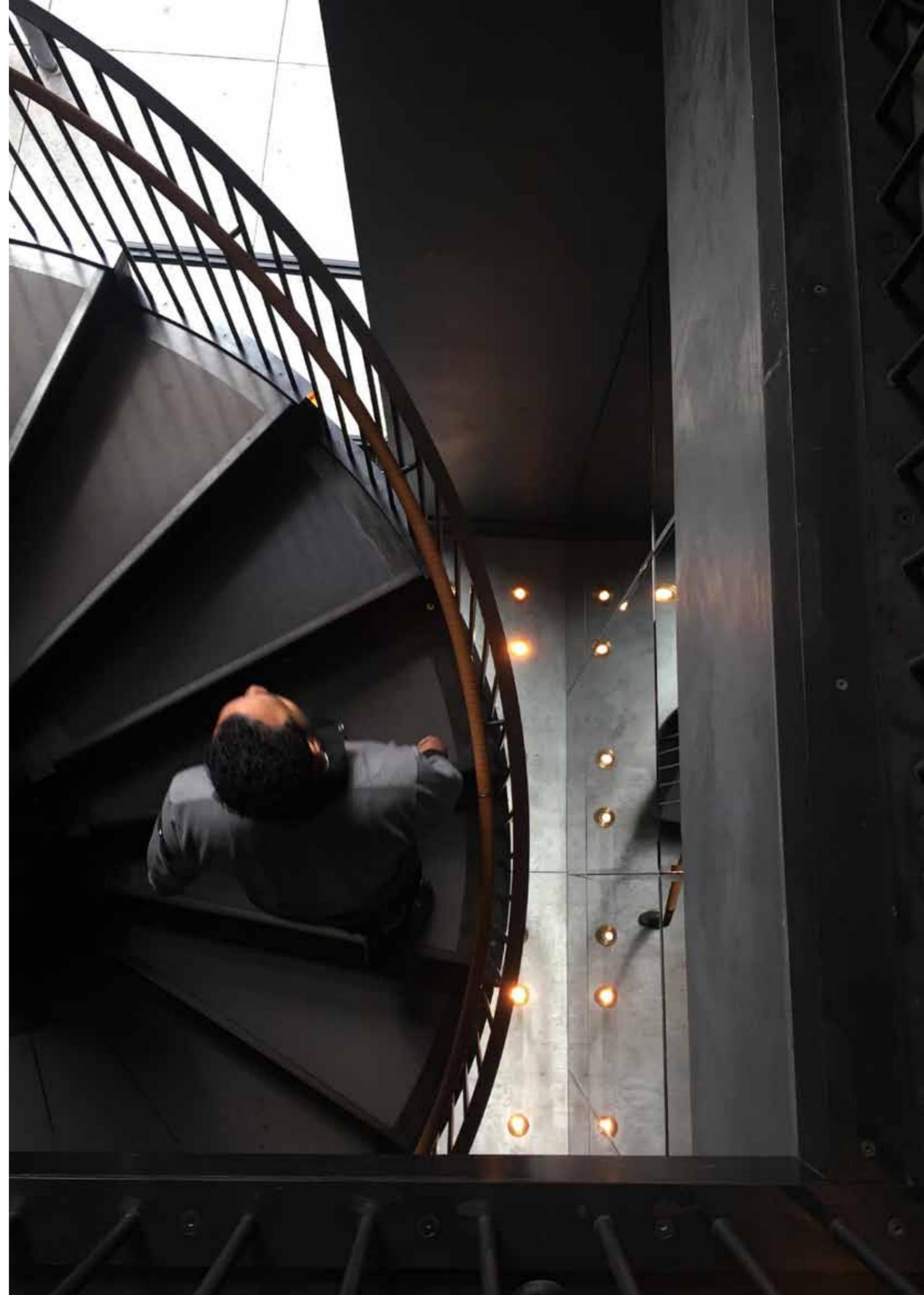
11 Howard hotel

11 Howard hotel OPEN: 2016.4

11 Howard St, New York, NY 10013, USA

11 Howard hotel was opened in April, 2016, which is used to be a post office and located in the area between SoHo and Chinatown. The interior design was done by Danish design office ,Space Copenhagen. The lobby space has a gentle and warm feeling with white clean look. It is minimal, but the details of every element are functional and beautiful representing the Scandinavian design. In the bright clean white space, the raw black steel spiral stair with handrail wrapped with leather stands like a sculpture, which you can catch a glimpse of designer's intensions.

A Danish interior design showroom by Olivier Gustave is attached to the hotel and it is their first store in US. The hotel is located between Chinatown and Soho which is not well defined area. However, in recent years, the development of NOMO hotel, 11 Howard hotel and the other small unique interior design boutiques have helped establish the area to bring more people.



1. White freshly designed lobby 2. Showroom attached to the hotel lobby.
3. Detail of column 4. Spiral staircase.



The French restaurant Le CouCou connected to the hotel lobby was awarded as the Best New Restaurant in 2017, by James Beard Awards. It is the first restaurant by Parisian chef Daniel Rose in US and it is co-managed by Stephen Star who runs many famous restaurants. Interior was done by Roman & Williams and it is symbolized by the style of the cousin. It has rustic, but elegant and luxurious atmosphere. Its interior gives you relaxed feel yet it is gorgeous, non ordinary for you to enjoy the meal. The mural painting was done by New York painter Dean Berger. (Photo left)



As you go up to the spiral staircase in the lobby, there is a reception desk and guests can relax at the back library. (Photo above) The blond bar that change to a night club in the evening is filled with rich and bold material contrasting to the lobby space.

