

BOUTIQUE design

HOSPITALITY REINVENTED

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A portrait of Christopher Nassetta, a middle-aged man with short, graying hair, smiling warmly. He is wearing a dark gray suit jacket over a light blue dress shirt and a matching light blue tie. The background is a blurred interior setting, possibly a hotel lobby or office.

HAPPY 100TH, HILTON

CHRISTOPHER NASSETTA
HILTON

NEW IN NEW YORK

NEXT IN THE CITY

Many of the Big Apple's hottest new places are also new faces, emerging brands, neighborhoods and design firms. Here's your guide to how these in-the-know change makers are cutting some fresh design slices.

BY ORIANA LERNER



1 Hotel Hendrickx brings a fashionable wilderness of animal prints and cherry blossoms inside. Custom chandeliers blur the line between natural and man-made shapes.

DAVID MITCHELL



TRENDING NOW

Hotel Hendricks, Chelsea

Some leopards really don't want to change their spots. This Garment District property says it's okay to be opulent, decadent and maximalist. Animal-inspired prints in the guestrooms would be timeless chic if they were on a handbag or shoes, but they bring the attitude when translated into a hospitality interior, according to Marcello Pozzi, founder and principal of his eponymous firm. That bar front? It's not just shiny, it's 30,000 pennies. The look-at-me entry? Just a little \$3 million investment in curb appeal. Morris Moinian, president of Fortuna Realty Group, like many of his lifestyle hotel ownership peers, clearly isn't afraid of dressing his hotels to impress—or facing down the bill. "It's our philosophy to spend a generous budget on the spaces and elements that the guests see and touch the most during their stay," he says.

Still, investment, not splurging, rules the approach for Hendricks. Moinian's philosophy is a bit contrarian. He feels his guests put the private experience ahead of the public one, unlike many lifestyle properties that splash out on big-ticket lobbies and restaurants and use a streamlined prototype for the guestrooms. He might put some significant cash into the focal points that give guests a first impression, but it's the rooms that are really the stars. Yes, the floorplans are still compact (starting at 205 sq. ft. for a deluxe king or queen, 229 sq. ft. for an accessible room). Moinian used his space-planning expertise, gained through experience making magic in his other NYC properties, to orient corridor, bathroom and guestroom space for optimal use.

Moinian and Pozzi turned that modestly-sized canvas into a luxe wonderland that pays tribute to both the Garment District and Moinian's former work in that industry. Feathered mahogany paneling in the bedrooms echoes the richness of couture fabrics. Custom finishes in the bathrooms keep that Fashion-Week-ready vibe. The backstory bears that out—many elements were sourced from Italy, an iconic traditional home of luxury goods. "Yes, it really did matter that Pozzi speaks Italian," says Moinian.

Ultimately, though, the takeaway here is that what's "in fashion" for a hotel can't be a season-long fling, so whatever influences you pull from for your next project have to be timely now and in the five to seven years it takes for the hotel to debut.



MORRIS MOINIAN
FORTUNA REALTY GROUP

- Paloma, the hotel's restaurant, uses luxuriously eclectic lighting and seating to make its point. Even at the upper end of the market, playfulness still works.
- Yes, that's a bold print in the guestrooms. No need to mince words—or palettes—in fashion-led hotels.

PROJECT PARTICIPANTS

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