

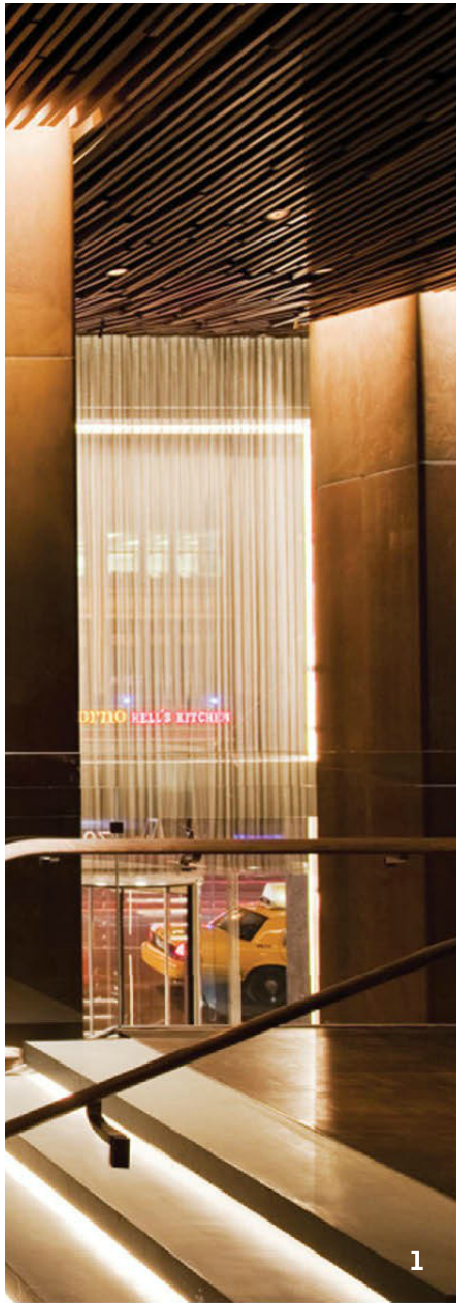
projects row nyc

too hip

to be

1. Row NYC's two-story lobby features poured concrete and an illuminated staircase.

2. Stained poplar wooden slats arranged in a seemingly random pattern create a canopy in the lobby.



square

**A new boutique
hotel for the
center of New York**

By KATHLEEN KERVIN
Photography by
MICHAEL KLEINBERG



New York's Times Square is better known for throngs of tourists and Broadway shows than it is for boutique spaces. But that's the reason the team at Highgate Hotels thought Row NYC would fit in the iconic district, says Vann Avedisian, principal of hospitality management company Highgate Holdings. "We knew it was what people wanted, but the challenge was to make a 1,331-room hotel feel like a boutique," he says. Rather than create another refuge in the midst of Times Square's chaos, the firm chose "to celebrate and draw from all the eclectic material and energy that is New York," Avedisian says.

Highgate turned to New York-based interior design firm Gabellini Sheppard Associates—known for transforming historic properties such as 30 Rockefeller Center's observation decks—for Row NYC's public spaces. A 24-foot-high crystalline glass façade welcomes guests into the two-story lobby where a poured-concrete lower level is complemented by four columns at an illuminated staircase leading to the second level and a feature wall finished in Corten steel. Embracing the hotel's location near the Great White Way—or Manhattan's Broadway—the lobby is constructed as a "theater-in-the-round," says

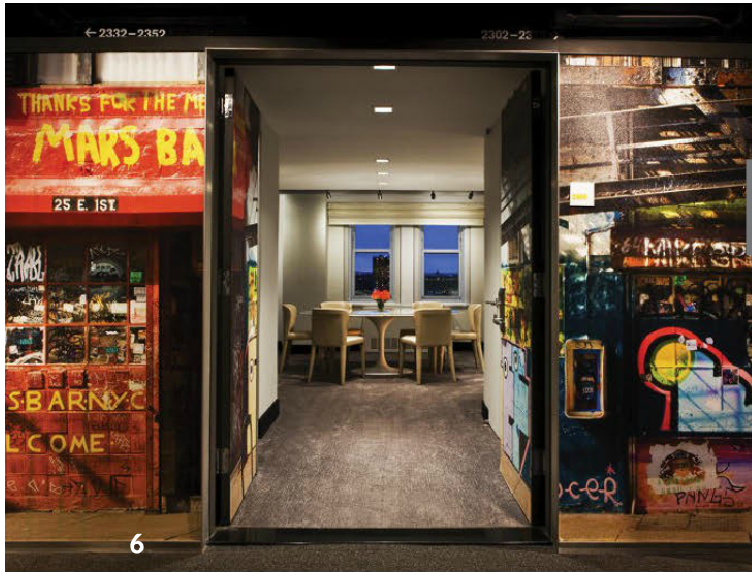


Gabellini Sheppard partner Michael Gabellini, with the upper-level spaces overlooking entrance activity. The ceiling is composed of a puzzle pattern of stained poplar that curves upward at the entryway in a "gesture of urban embrace," Gabellini says.

"The changes in elevation create a meandering path," he explains, inviting guests to explore various amenities, including a satellite location of Soho News called Iconic M, and an internet lounge overlooking Eighth Avenue. Other material finishes are reflective of those found throughout the city, including jet mist granite, end grain wood blocks, metal, and glass partitions. Recessed lighting in the ceiling and concrete stairs brighten the contrasting textures.

Lighting comes in the form of art as well. New York artist Yorgo Alexopoulos' abstract urban scenes are projected onto two large LED screens on either side of the mirror-polished reception desks, sequenced to custom animations representing the course of a day in the city. "Yorgo's work is the right balance of gargoyles atop New York City landmarks to driving through the Lincoln Tunnel for the first time," Avedisian says.





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3. A digital gallery from famed paparazzo Ron Galella is projected at night in District M, the lobby bar and restaurant.

4. An art installation on LED screens by Yorgo Alexopoulos enhances the registration area.

5. Pops of primary colors reference New York City's subway system in guestrooms.

6. The upstairs areas, including a corridor leading to a suite entrance, are designed to transport guests to various downtown neighborhoods.

7. Penthouse suites feature special New York-inspired touches.

Row NYC's commitment to groundbreaking art continues in a digital gallery of Studio 54-era images by pioneer paparazzo Ron Galella, projected at night in District M, the lobby bar and restaurant. "Raised-platform seating in District M acts as a voyeuristic outlook," explains Gabellini. Additional never-before-seen Galella photographs adorn the walls of the suites, which were designed by Gensler, who also handled the rest of the guestrooms. White hues with pops of bright primary colors referencing the city's subway system mark the spaces, which transport guests to different Manhattan neighborhoods. "Row NYC has undergone a remarkable transformation," says Rob Gatzke, principal at Gensler. "It proves that good hospitality design doesn't need to be expensive or fussy, just honest with an authentic point of view."

"The challenge is finding the balance between the use of the understated and the literal," Avedisian says. "It was developing a design that represented Times Square but in an unexpected way." hd

gabellinisheppard.com; gensler.com; rownyc.com

Row NYC New York

Owner

Highgate Hotels and Rockpoint Group

Management Company

Highgate Holdings

Architecture Firm

Gabellini Sheppard Associates, New York (design architect); and Gensler, Morristown, New Jersey (architect of record)

Architecture Team

Gensler: Robert Gatzke, Andrew Guzik, and Monica Gomez

Interior Design Firm

Gabellini Sheppard Associates (public spaces); and Gensler (guestrooms)

Interior Design Team

Gabellini Sheppard: Michael Gabellini, Sulah Chung, Liz Kulesza, Judy Choi, Theresa Bienenstein, Colin Martin, Francesca Scolettari, David Koons, and Natasha Klyueva

Purchasing Firm

HPG International

General Contractor

Structure Tone

Owner's Representative

Gardiner & Theobald

Lighting

Tillotson Design Associates

Engineering

Robert Derector Associates (MEP) and Severud Associates (structural)

Kitchen

CB5 Hospitality Consulting

Graphics

Cercone Brown Company and Gabellini Sheppard

Audio/Visual

TAD Associates

Acoustics

Houghton Associates

Elevator

LEC Consulting & Inspection Group

Building Code

Metropolis Group

Accessibility Consultant

Steven Winter Associates

LOBBY/ FRONT ENTRANCE

Façade

Atlantic Exterior Wall Systems, United

Steelworkers, and W&W Glass

Ceiling

Callidus Guild

Wall Finish

Field Decorative Finishes and Callidus Guild

Feature Wall and Columns

Zahner

Flooring

Oregon Lumber Company and Hoon Kim

Elevator

Appiani and Nemo Tile

Furniture

Viccarbe and Delta Furniture

Upholstery

Maharam

Drapery

Sefar Architecture and Cascade Coil

BAR/LOUNGE

Furniture

Charter Furniture and Decca

Upholstery

Maharam and Designtex

GUESTROOM

Wallcovering

Designtex and US Vinyl

Bedding

Valley Forge Fabrics

Lighting

Heller Lighting

Furniture

Cheng Meng

Drapery

Mason Contract Products and Valley Forge Fabrics; manufactured by Bramson House

Flooring

Northwest Hospitality Carpets

CORRIDOR

Wallcovering

TRI-KES

Art

Jim Krantz

Lighting

Architectural Lighting Works