

June 2014

MODERN LUXURY

JEZEBEL

Atlanta as we see it

Weekend Getaways
Hotels, Beaches, Bars & Restos

Searching Summer Style

BEHIND THE ROPES
The City's Most Sizzlin' Bashes

WHERE TO DRINK & DINE NOW

HEALTH CHECK!
The 411 On Oil Pulling, Skin-Saving Tips & More

Star Power

Shailene Woodley
Lights Up the Big Screen in
The Fault in Our Stars

Crank
It Up!
Cole Swindell,
Celeb Sightings
& More

MODERNLUXURY.COM

ISSN 1545-3132
1142 0007

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

Circulation: 75,000

WEEKEND
STAY-AWAYS

New York State of Mind

Take a bite of the Big Apple's buzzing new haunts.

By Sarah Kay



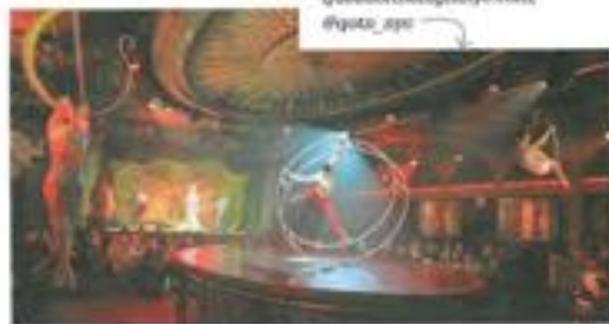
EAT & SIP

Gato

Bobby Flay's back in NYC, this time with a Mediterranean bonanza, which includes bar bites like the indulgent 11-layer potato app and to-die-for entrees like Spanish red prawns and mussels. No need to dress to the nines though; the casual warehouse-y vibe is befitting of Gato's Lafayette Street locale. gatonyc.com, @gatonyc1

Margaux

This oh-so-cute eatery at The Madison Hotel has become an instant hit since opening in January. Like so many Greenwich Village spots, the vibe here is relaxed, yet trendy enough to spot your fair share of celebs. Bikkie loves gluten-free pastries, while the dinner menu offers up must-try homemade pastas. Wash it all down with a bevvy of signature cocktails. madisonhotel.com



MARK YOUR CALENDAR

Celebrate Brooklyn! Concert Series in Prospect Park

Get down Brooklyn-style in Prospect Park, where a host of performers will showcase everything from hipster-loved indie rock acts to Caribbean and jazz musicians to local dance troupes. Food is catered by hip Brooklyn eatery The Farm on Adkley, and there are even stalls with Etsy crafts on sale. Free, weekends from June 4-Aug. 8. hickartmedia.org, @hickartmedia

PARTY

Queen of the Night

When it opened in 1908, the Diamond Horseshoe was the most sought-after vaudeville house in town. After being abandoned for over 60 years, the venue is back and better than ever. Equal parts fashion show (Tom Browne barely-there costumes), circus act, dance extravaganza, club night and culinary delight, Queen of the Night is the ultimate night out on the town. Originally planned for a six-week limited engagement starting in January, the show has been so wildly popular, it will now run through Aug. 31... at least! queenofthenightnyc.com, @qotn_nyc

STAY

citizenM Times Square

This euro-chic boutique hotel brings its eccentric vibe to Times Square. The artful decor is mind-blowing (think Vitra furniture and specially commissioned installations); plus, there's a library with an extensive collection curated by world-renowned MEXDO bookstore (the books are available for purchase if you find one you can't put down). Grab a snack, drink or barista coffee 24/7 at citizenM. Or get your sweet on: Workout fiends have access to a 19th-floor nirvana, complete with a fully kitted-out gym and breezy yoga terrace. Overnight rates from \$350. citizenm.com/newyorktimesquares, @citizenm

Refinery Hotel

Raw and opulent all at once, this building was once home to a turn-of-the-century hat factory. The revamped luxe rooms come complete with a rainforest shower, Frette linens and an iHome. Grab a farm-to-table bite or sip Prohibition-era cocktails at Packer & Quinn, or invite friends over for live entertainment on the hotel's rooftop—one of the hottest chill-out spots among NYC locals. Overnight rates from \$229. refineryhotelnewyork.com, @refineryhotel

Coming Soon!

Iconic French crystal house **Baccarat** will end its 250th anniversary year on a high note with the launch of its first U.S. hotel right off Fifth Avenue. Meanwhile on Park Avenue, ubercool L.A.-based hotel chain **SLS** will launch its New York debut in 2015. For those who prefer a downtown vibe, **The Ludlow** opens this month on the increasingly trendy Lower East Side, and will feature the much anticipated eatery, **Dirty French**.

PHOTO: JEFFREY MAYER

100

100

100

100

100

100

100



Download today: The new edition of our travel magazine designed exclusively for your tablet device. Find it in the Evening Standard app



What's new...

edited by Jo Fernández



Room with a view: The five-room suite at Little Dix Bay, Montserrat, in the British Virgin Islands



Fast: the Heathrow Express gets you to the airport on time, but at a steep rate

FINDING THE RIGHT WAY TO GET TO HEATHROW

Simon says

SIMON CALDER

READ some disparaging remarks you made about the Piccadilly line to Heathrow. So how do you get to Heathrow? - Name withheld (London Underground employee)

THE Piccadilly line, usually, at £3 from central London, is cheap (though the £3 fare for peak weekday journeys between 6.30 and 9.30am is a bit steep). But I allow plenty of time, because I find the service erratic.

The Heathrow Express is a useful insurance policy when you're running late for £25 for a one-way trip makes it the most expensive train per mile in Britain - and you have to get to Paddington first. I tried the slower, cheaper Heathrow Connect train earlier this month, but a strike meant we were left trawling the rails at Hayes and had to wait in the rain for a bus.

If you're starting from Victoria, the National Express coach is comfortable, with loads of luggage room, only 25, and 45 minutes non-stop, though book ahead, because departures are infrequent.

I've tried just about every other form of transport from central London, walking north trying only if you have five hours to spare and no luggage, cycling (about 75 minutes, with the scary ride through the tunnels to Terminal 1, 2 and 3 at the end), and, once, a black cab - the Piccadilly line was having severe problems, so I flagged down a taxi in Knightsbridge. The driver got badly lost on the way to Terminal 1.

For early flights, the M1 night bus is useful. It runs from Aldwych via Trafalgar Square and Hammersmith every 20 minutes or so. The entire route to Terminal 5 takes 90 minutes, longer than a flight to Paris or Amsterdam, but at £1.45, you can't fault the fare.

Email your queries to sg@es.co.uk

RETREAT BRANCHES OUT

DESTINATION BRITISH VIRGIN ISLES

IN 1964, billionaire philanthropist Laurence Rockefeller founded Little Dix Bay - now Rosewood Little Dix Bay - in the British Virgin Islands as a

retreat for well-heeled travellers. Fifty years on, the indulgence continues with the unveiling of the new Tree House suite.

Based on the resort's original named Tree House Cottages, the unveiling marks the completion of the first phase of a three-year, multi-million

dollar renovation to commemorate the anniversary.

Steps away from the sugar-white, concrete-shaded beach and palm-fringed cove, the new spacious suite (one double bed, decked-out in white, has large wrap-around terraces, undersea

which it shaded garden patios with outdoor (and indoor) showers.

The linear Suite Gateway package for two from £795 per suite per night (based on three-night stay) includes a private beach dinner, a sunset cruise and a drink at the Sugar Mill restaurant. 800.828.828.com

WEEKEND IDEA



Three nights in the four-star, 73-room Pacha de Mallorca Golf and Spa hotel in Mallorca, Mallorca, only £399pp (B&B) (taxes included) with car hire for exploring the surrounding area and a canoe trip. Flights extra (direct airport Luton/Paris, available until September 30). offthemaptravel.co.uk

WHAT'S GOING ON IN...

YORKSHIRE

JULY 5-6

Stage one of the Tour de France 2014 Grand Depart starts from Leeds with stage two from York to Sheffield. www.yorkshire.com
 East Coast trains run from London Kings Cross to Harrogate and Leeds. eastcoast.co.uk

LAST-MINUTE HOTEL NEWS

The 164-room Ladbroke Grove Hotel just opened in New York on the Lower East Side, with handmade silk rags, into-Portuguese state beds and Dirty French restaurant serving garlic croissants. Doubles from \$229/room only. ladbrokehotel.com

The four-star Grand Cayman, on Grand Cayman Island in the Bahamas, has three pools, tennis courts, a children's club and golf course. Seven nights at £5,225 all-inclusive (two adults and two under 12s) with flights from Heathrow on August 12. thomascook.com/holidays/signature

AHEAD OF THE PACK

Whether you wear them to mark the team's spirit or a hangover if they win, the latest sunglasses collection from Polo is a must-have for the FIFA World Cup in Brazil in mind.

Brazilian football prodigy Neymar, who brings

scored two goals in the opening match, is the brand ambassador for 2014. Styles include skyline, pictured in blue front, also available in black, grey and silver, with cityscape illustrations printed within the temples.

Also available from Harvey Nichols and Vision Express



Non-regular issue but a rare chance to look up to Los Angeles on July 2, when the team plays www.west.com

October 18, 2014

NOTEBOOK city guide

NEW YORK DANS LES PAS D'ARA STARCK

MUSICIENNE ET PLASTICIENNE, LA FILLE AÎNÉE DE PHILIPPE STARCK SORT UNE CHANSON EN DUO AVEC LULU GAINSBORG. AU CŒUR D'EAST VILLAGE, ELLE NOUS FAIT DÉCOUVRIR SON QUARTIER.

LIFESTYLE

MES RESTAURANTS

MOMOFUKU SSÂM BAR

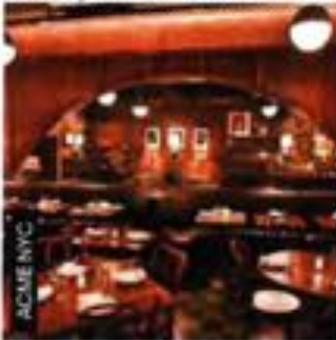
« David, le jeune et talentueux chef coréen, propose trois versions de sa cuisine, dans trois lieux différents.

Dans celui-ci, c'est asian fusion food, une base japonaise mais singulière, et les ramens, la spécialité, sont sublimes. Attention, on ne peut pas réserver, il y a toujours la queue et la musique bat son plein - oreilles délicates d'abstenir! »

✓ 207 2nd Avenue. momofuku.com

ACME NYC

« Orchestrée par un chef scandinave, la cuisine du lieu est délicate. Mon péché mignon? Les chicken & eggs. Quand mon père vient à New York, c'est là que l'on aime se retrouver en



famille, autour de la table ronde au fond de la salle... »

✓ 9 Great Jones Street.

www.acmenyc.com

MES BARS ET CLUBS

MISS LILY'S 7A CAFE

« Un bar jamais égalé aux accents brésiliens, avec des cocktails de folie et du reggae qui passe en bouche.

Une sorte de cabine de plage. À chaque fois que je passe la porte, j'ai l'impression de partir en vacances. »

✓ 109 Avenue A.

www.misslilysnyc.com



THE STANDARD EAST HOTEL

« Trois fois par mois, The Annie O Music Series organise des concerts sur le penthouse de l'hôtel. La vue sur Brooklyn et New York est époustouflante! J'y ai écouté



Suzanne Vega, Angélique Kidjo, Thomas Dybdahl... J'ai chanté ici en duo avec Lulu Gainsbourg, qui est comme un frère pour moi. Lorsque Lulu vivait à New York, on était souvent ensemble. »

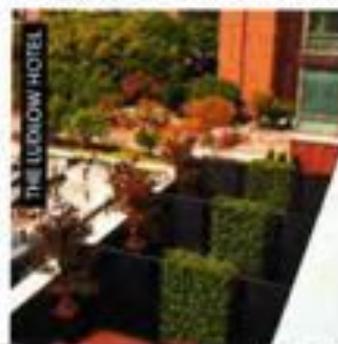
✓ 25 Cooper Square.

www.standardhotels.com/east-village

MES HÔTELS

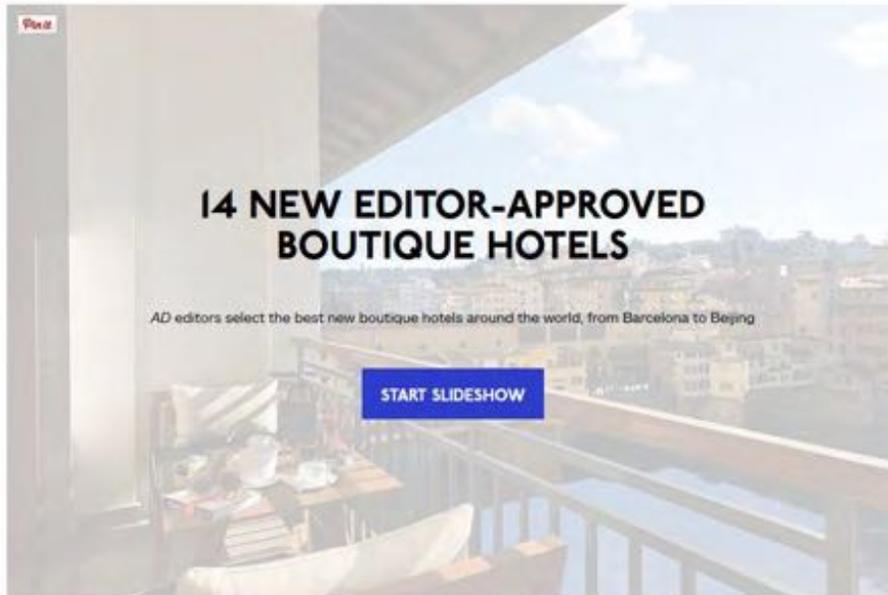
THE LUDLOW HOTEL

« Ouvert il y a seulement quelques mois, une déco très années 1930 avec



ARCHITECTURAL DIGEST

July 14, 2014



14 NEW EDITOR-APPROVED BOUTIQUE HOTELS

AD editors select the best new boutique hotels around the world, from Barcelona to Beijing

START SLIDESHOW



THE LUDLOW, NEW YORK CITY

Fresh off the success of his nearly year-old Marlow hotel, near New York City's Washington Square, Sean MacPherson—the hotelier-designer behind such quintessentially downtown stays as the Bowery, the Jane, and the Maritime—has partnered with developers Ira Druker and Richard Born (of Soho's Mercer and Tribecca's Greenwich hotels) to open the Ludlow on the Lower East Side street of the same name. With an eye toward the neighborhood's gritty past, as well as its current cultural and high-fashion cachet, the owners aimed to create a rough-luxe stay that feels quirky but comfortable and bohemian but sophisticated. From \$295/night; ludlowhotel.com

PHOTO: ANNIE SCHLECHTER

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

2,143,098 unique monthly
visitors



THE LUDLOW, NEW YORK CITY

The Ludlow fills a neighborhood-appropriate solid-brick building whose façade is punctuated by factory-style casement windows, its 184 city-view rooms and suites and its light-filled lobby-atrium mixing decor both artisanal (pendant lamps from Morocco, tree-trunk nightstands from Brooklyn's Organic Modernism furniture company) and industrial (glass-and-steel front doors, exposed wooden ceiling beams). Also of note? Maison Martin Margiela bathrobes, and the hotel's forthcoming restaurant, Dirty French, a new avant-garde Gallic venture from the chef-restaurateurs behind Italian hot spots Parm, Tornisi Italian Specialties, and Carbone.

PHOTO: ANNIE SCHLECHTER

October 13, 2014

Hotel Suite of the Week: Ludlow Suite at The Ludlow Hotel



The Ludlow Hotel is situated in New York City's Lower East Side between East Houston and Stanton, with Katz's Deli on the corner and Ludlow Guitars next door. Opened earlier this year, the hotel is the vision of hoteliers Sean MacPherson, Ira Drukier and Richard Born and features 184 guestrooms, including 20 suites. The property aims for "comfortable elegance" while maintaining the "artful rough edges" of the neighborhood's history, the hotel said.



Tucked behind the lounge, the outdoor garden "is used for daytime lingering and nighttime cocktails," a hotel spokeswoman said. "With brick walls, bluestone-paved flooring and potted plants, the year-round space is shielded by a trellis ceiling in the winter months. Guests can watch dishes being prepared for on-site restaurant, Dirty French, through oversized windows looking into the kitchen."



Each guestroom offers views of New York's bridges and landmarks and many have a private balcony or terrace. The Williamsburg Bridge is a quick walk from the Ludlow. "Legendary smoked-fish emporium Russ & Daughters and knish haven Yonah Schimmel are steps away. East-facing rooms also offer views of Tibor Kalman's famous 'Askew' clock and the iconic 'Lenin' statue outside Red Square, the striking modern apartment building around the corner on Avenue B," a hotel spokeswoman said.



"The Ludlow Suites feature a king bed with Bellino linens, oversized windows, plush furnishings, dark-stained hardwood floors with handmade silk rugs, white ceilings with exposed wooden beams, and a sitting area beneath large overhead lamps custom-made in Morocco," according to the hotel. "Guests have access to 24-hour room service, complimentary Wi-Fi, built-in USB outlets, and fully-stocked mini-bar."



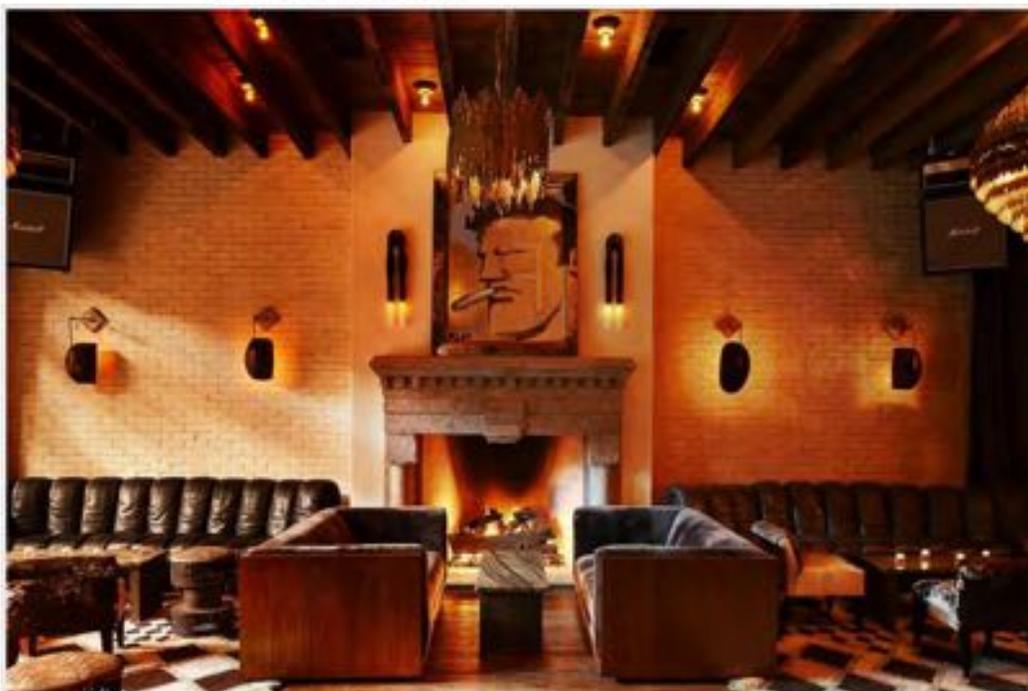
The Ludlow Suite also has a separate living room with day bed for additional guests. Price per night starts at \$575.



Bathrooms have black-and-white tile work, marble mosaic floors, brass fixtures, rain shower heads and deep soaking tubs. Bath amenities include bathrobes and bath products by Red Flower.



The Lobby Lounge & Garden "evokes a time when downtown lofts housed the hottest clubs," a hotel spokeswoman said. "Steel and glass doors open to oak-paneled walls and marble mosaic floors with Moroccan rugs, vintage furniture, a grand-distressed limestone fireplace, and oversized chandeliers." The idea is for the lounge to act as a living room for the neighborhood, not only for guests but locals alike, the hotel said.



Pictured here, the distressed limestone fireplace.



The lobby bar, with a cocktail program by Major Food Group's Thomas Waugh, "takes inspiration from the cocktail parlors of Paris and New Orleans," and drinks are inspired by the Lower East Side neighborhood the hotel calls home. The hotel said its signature cocktails include the Muddy Water prepared with Powers Irish whiskey, cumin-infused Sazerac rye, Amaro Nonino, bitters and absinthe rinse; and the L'usine, made with banana chip-infused Gosling's rum, Antica vermouth, Cynar, coffee and cacao.

my
my city, now
metro

Food news

Brunch at Berg'n

The Crown Heights beer/food hall is venturing into weekend brunch starting Oct. 4 and 5 at 11 a.m., with offerings from Asia Day, Pizza Mesa and Ramen Kingpin @ 399 Bergen St.

Rosa's 30th

Rosa Mexican is celebrating 30 years with four renowned Mexican chefs who will each create a dish at Rosa's first location in Midtown that reflects their vision of Mexico. 175, Oct. 6, 7 p.m. @ 194 Madison Ave.

Pop-up market

The Garment District is the latest neighborhood to get a seasonal foodie venue, with Urbanspace taking over Broadway from 20th to 41st streets. Food stalls including Brooklyn Wok Shoppers joined by a grassmarket and mini-busby fair. Through Oct. 27. 11 a.m.-4 p.m. daily.

SPONSORED BY



What's new this fall

Restaurants. The season isn't the only thing changing — we round up where to eat next.

Rainbow Room

The roof restaurant on 30 Rock will open to the public next month, with no less fanfare than a concert by The Roots. The restoration incorporated a 19th-floor outdoor terrace that leads into the cocktail lounge Sixtyfive, which will be open five days a week, while the restaurant is open Sundays (brunch) and serves dinner on Mondays and most holidays. Catch big entertainers on the first Monday of every month and take a spin on the revolving dance floor. **October, 30 Rockefeller Plaza**

Adalya

Named after an ancient port in Turkey, this intimate Mediterranean-inspired space will focus on small, seasonal plates and entrees that are locally sourced but inspired by Greece, Spain and Turkey. Side up to the 36-foot marble bar for international wines, craft beers and cocktails. **September, 53 Irving Place**

Petite Abeille

Belgian comfort food and ales dominate this neighborhood spot coming to the Financial District. It'll be the fourth location but the first to offer an extended menu of ready-made sandwiches, a salad bar, waffle bar and juice station. **Coming soon, 4 New York Plaza**

Luke's Lobster

After opening a spacious Midtown branch back in July, Luke's Lobster is coming to Park Slope on Friday with pies from neighbor Four and Twenty Blackbirds in addition to the usual



Pier A Harbor House will be the first time the building is open to the public in 127 years. [PHOTOGRAPH BY JEFFREY M. HARRIS](#)

Downtown

Pier A Harbor House

After being closed to the public for 127 years, Pier A will reopen next month with Harbor House, a three-story foodie playground devised by the team behind The Dead Rabbit. The first floor will be a beer hall and oyster bar; the second floor is fine dining in intimate, Gilded Age-inspired rooms; Loft will be a special events space on the third floor. **October, 22 Battery Place**

lobster-and-beer fare. Enjoy your draft brews, a first for the chain, in the restaurant's backyard. **237 Fifth Ave.**

MP Taverna Williamsburg & Untitled

Two new restaurants — both by Michael Psilakis — will share the same Williamsburg space. An as-yet unnamed beer hall, with local beers and wine on tap served with Greek street food like papoutsakia, will also be studio space for up-and-coming Brooklyn street artists. The other will be the fourth location for MP Taverna, a modern interpretation of a traditional Greek tavern. **Coming soon, 430 Driggs Ave.**

Aldo Sohm Wine Bar

Don't have the scratch for Le Bernardin? Head next door, where chef Eric Ripert has spun off his wine bar from his lauded restaurant, with Bernardin's sommelier lending his name (and expertise) to it. The menu is compact but thorough. **151 W. 53rd St.**

Meatpacking District



The classics get an update at Holden & Astor. [PHOTOGRAPH BY JEFFREY M. HARRIS](#)

Holden & Astor

This Meatpacking District spot opened just this week with a modern American menu that is all about revamping the classics (get the salted butter

popcorn ice cream before it's too cold out for it). The atmosphere is comfortable (read: reservations) but lively, and in the kitchen is Carmine Di Giovanni, who was on the two-Michelin-starred team at Picholine. **405 W. 13th St.**

Arrogant Swine

Travis Ho has decided that it's North Carolina's turn in the barbecue spotlight. One guess as to the specialty of this Bushwick "church of pork," which will have a beer garden. **173 Morgan Ave.**

Mu Ramen

This pop-up (in a bagel shop!) that began earlier this year — and grew way beyond its means after the Times' Pete Wells gave it a shout-out — gets a permanent home in Long Island City.

Expect rich, French-influenced fare from Joshua Smookler (Per Se) in addition to ramen. **Coming soon, 1296 Jackson Ave.**

Dirty French

Located in the Lower East Side's Ludlow Hotel, Mario Carbone's new bistro takes its cues from France but goes bold with its preparations, incorporating influences from cuisines around the world that have been shaped by French cooking. **180 Ludlow St.**

Boqueria

The Spanish restaurant's third NYC location finds it on the Upper East Side. Eat your way across executive chef Marc Vidal's native Barcelona through the tapas menu, which has some new additions at this location like mejillones con chorizo (white wine-steamed mussels with chorizo, salsa verde and guindilla pepper). **1460 Second Ave.**

DKA KS
@thinkink
www.kidsworld.com



1. Bed down

New York-based hotels, Sean MacPherson (The Bowery Lane) and Marlowe will launch The Ludlow in Manhattan's Lower East Side next month. The 154-room hotel will feature a Dry French restaurant inside its 20-storey, red-brick building, with a lobby bar and courtyard. ludlowhotel.com

2. Flight time

A new manual, published by Haynes, goes behind the scenes at Heathrow. Looking at the logistics of moving 70 million passengers through the airport each year, as well as a resident population of 75,000 employees, it lists facts and figures that reveal how one of the world's busiest transport hubs functions. £29.99. haynes.co.uk/heathrow

3. In shade

Camper's new spring collection of Eclipse sunglasses is inspired by the Balearic island of Mallorca. Designed in collaboration with Oki Sato – co-founder of the Japanese design firm Nendo – the shades come in three different colour combinations. From £130. camper.es

4. Drink up

As part of English Wine Week (24 May to 1 June), the Three Choirs Winery, Gloucestershire, is offering wine-taster-led tours, explaining the harvesting process, pruning techniques and why they're so vital to healthy vines. Crucially, the tour ends with a tasting. Tours depart on 27 and 29 May at noon. £19.50pp. www.three-choirs-winery.co.uk

5. Canary call

Registration has opened for the first Tenerife Walking Festival, which will take place from 10-14 March 2015. Ramblers will hike and the island's diverse scenery with a programme of 15 guided walks and fringe activities, such as star-gazing, on offer throughout the five-day event. tenerife-walkingfestival.com

6. Brazil bound

A new website guides users around a collection of Brazilian hotels. Options range from the homely and accessible Pousada Do Saco in Paraty (B&B £195) to the blow-the-budget Insultra Boutique in Ilheus (£4,091 £270). Check score night for their location: see Hotel das Cataratas, above Iguaçu Falls (£181 £250). escapecollection.com

7. Mex appeal

Hotel La Semilla is a new nine-bedroom B&B on Mexico's Caribbean coast. Located in a quiet part of Playa del Carmen, it features vintage-styled interiors with antiques sourced from flea markets. There's also a rooftop terrace with views of the sea. hotellasequilla.com

8. Sea more

Bookings have opened for The Norman in St Ayles. The new hotel in Inverclyde's cosmopolitan Middlesbrough near-city has been converted from two heritage houses, within the Unesco-listed "White City" area, comprised of 1,000 Bauhaus-style buildings. Opening in August, it will feature a rooftop pool and a free shuttle to the beach. thenorman.com



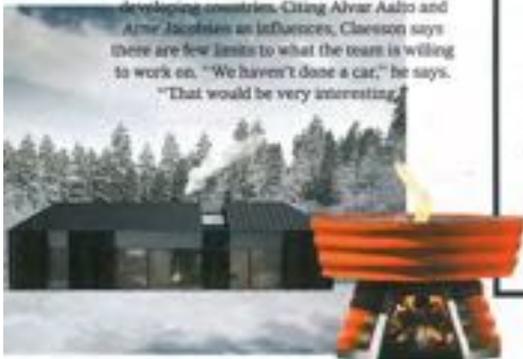
September 28, 2014

Behind the T



Claesson Koivisto Rune

"There is a belief in our field that architecture is above product design and fine art is above architecture," says Martin Claesson, one of the founding members of the Swedish architecture firm Claesson Koivisto Rune. "We really try to fight that." In addition to large-scale architectural projects like their Tind series of prefabricated houses in Scandinavia (below), the 18-year-old firm occasionally designs interiors like the one in this issue (*Apartment With the Brass Cube*, Page 126), as well as products like their compact stove (below right) for use in developing countries. Citing Alvar Aalto and Arne Jacobsen as influences, Claesson says there are few limits to what the team is willing to work on. "We haven't done a car," he says. "That would be very interesting."



Tim Blanks
"For the life he lived, I'm kind of amazed he's still alive," Tim Blanks says of the fiercely independent fashion designer Stephan Janson, whom he profiled for this issue (*On His Own Terms*, Page 128). Blanks, currently the editor at large for Style.com, hadn't seen Janson since he hosted him on his Canadian television show "Fashion File" over a decade ago. The ideal Janson clients are "women who don't need to court headlines and gossip column coverage," Blanks says. "The anti-Kardashians, basically."



T Online

TMAGAZINE.COM



House Tours

Our video house tours from this issue include Stephan Janson's richly decorated Milanese home (3); **Stephen Silla's** serenely modern Manhattan penthouse; and the Casamidy designers **Jorge Almeida** and **Anne-Marie Midy's** rustic casita in Sonora, Mexico. Past tours include the stylist **Faye Toogood's** English townhouse, the architect **Joseph Dirand's** Paris flat and the decorator **Howard Blatkin's** palatial Fifth Avenue apartment.

T Time

In our video conversation series, **Christian Leouboutin** (3), onstage at the set of Studio 54's "Cabaret," confesses to sneaking into real cabarets as a child; **Sean MacPherson** explains how he imports a California vibe to New York's Lower East Side from his new hotel, the Ludlow; and **Marian McEvoy** recalls the heady Paris fashion scene of the '70s from the living room of her cheekily decorated Hudson Valley cottage.

1 Apartment, 3 Ways

See **Stephen Silla's** Manhattan home (3) morph over the course of three different renovations from 1991 to today.

And more

One of the world's foremost knot experts, **Des Pawson**, demonstrates the remarkable things he can do with rope; a guide to the best new dealers at the **Puces** market in Paris; plus, on-the-ground coverage of **Frieze Art Fair** in London and **CMJ Music Marathon** in New York City.

FOLLOW T ON INSTAGRAM AND TWITTER: @TMAGAZINE.

Ben Pentreath

In London's Bloomsbury neighborhood, the decorator Ben Pentreath is carving out a small empire. There is his apartment, featured in this issue (*Plain English*, Page 87), his interior design practice and Pentreath & Hall, the tiny home shop he opened with the artist Bridie Hall. Though his first love is architecture, Pentreath sees the store as a way to reach people who might not be able to afford his services: "The fact that you can just pop down and buy something for two pounds makes me really happy." Tour his home and shop in a video at tmagazine.com. -- www.nytimes.com



August 19, 2014

pulse *travel*

5 REASONS TO CHECK IN TO:

Park Hyatt New York

By DAVID KALFMAN

It may be hard to believe, but when it officially opens today, the Park Hyatt New York will be the first five-star hotel to debut in Gotham in over a decade. Indeed, ever since the opening of the nearby Mandarin Oriental in 2003, New York has been awash in small-scale, chic-boutiques rather than pricey, full-service grand-dames. But as it opens today, the Park Hyatt intends to return the City's hotel culture back to its high-glosser—and high-priced—roots. Here are five reasons why New York's newest five-star was clearly worth the wait (from 57%): parkhyattnewyork.com.



OH HYATT: The Park Hyatt's 85-foot pool; one of its 210 guest rooms (below)

1 THE REAL ESTATE
Sitting smack-dab in the heart of Midtown on West 37th Street directly across from Carnegie Hall, the \$400 million Park Hyatt is at the center of Manhattan's newly-minted "billionaire's row" just a block from Central

Park. The 210-room hotel is tacked into the first 25 floors of the 90-story One57 condo tower, where penthouses have sold for over \$90 million. Although hotel rooms are far lower-priced than those apartments, the Park Hyatt clearly backs to One57's record-setting reflected glory.

2 THE SWIMMING POOL
Perched on the building's 29th floor—and spanning a full 85 feet in length—the hotel's swimming pool is easily the longest of its kind in town. Although likely to fill up quickly on busy days, the pool is not only anchored by a wall of windows firmly fronting Carnegie Hall, it also features classical music inspired by the iconic maestro played underneath.

3 THE SPA
Nüa means "serenity" in the language of the Lhasa people—Manhattan's original inhabitants. And the 11,000-square-foot space more than lives up to it name. Six treatment rooms ramble over the hotel's top three floors—four with private outdoor terraces and all with panoramic city views. The treatments are pricey—a 40-minute massage clocks in at \$225, while a 90-minute facial is nearly \$300 more.

4 THE BARS
For a hotel as sizable as the Park Hyatt, its dining options are actually relatively modest: the formal Back Room restaurant and its stylishly-cool adjacent Living Room lounge. Overseeing them both is chef Sebastian Andolsek, most recently



of Obama favorite Blue Duck Tavern at Park Hyatt Washington. Back Room dinner stand-outs include 120-Day Bone In Ribeye for Two and seasonal dishes like a Warm Lobster Salad, while come breakfast time, the egg-filled Shikshuka is a tasty ode to the current trend for Levantine cuisine. Clever still are the afternoon tea goodies, including a menu

of savory eclairs, such as the smoked salmon and Wagyu Beef tartar—a hearty riff on the dessert classic.

5 THE STYLE
A veritable who's-who of design, fashion and architecture talents have come together to make the Park Hyatt happen. On the outside, French architect Christian de Vuarnet has clad the tower in shimmering aquamarine glass panels, while inside, Canadian interior firm Yabu Pushelberg has devised a functional-yet-whimsical design palette defined by cool grey stone, hexagonal-shaped room dividers and a dramatic sculptural staircase in the ground-floor entryway. Staff uniforms, meanwhile, are by designer Narciso Rodriguez and Barneys New York; in-room amenities come from Nolina parfumerie Le Labo and key design pieces include the iconic "Spirit House Chair" by architect Daniel Libeskind. Best of all? There's no formal check-in desk—guests are greeted curbside by ill-armed staffers ready to whisk them straight to their rooms.

LOWEST PRICE

SE SALE!

10 Onboard Credit, Free Upgrades, and Savings and More!

FAN/BAHAMAS	Carnival 7-Day Bahamas \$549*
Green	Equinox 10-Day Caribbean \$936*
Fan/Bahamas	\$899*
IG CRUISES	Carnival 7-Day U.S./Caribbean \$409*
NEW MAN	7-Day Bermuda \$609*

180

FIVE MORE NYC HOTEL OPENINGS

- ★ **Baccarat Hotel & Residences** (baccarathotels.com) Opening in December/Midtown
- ★ **Ludlow Hotel** (ludlowhotel.com) Opening in September/Lower East Side
- ★ **SLS Hotel New York** (slshotels.com) Opening this fall/Lower Park Avenue
- ★ **The Krickerbocker Hotel** (thekrickerbocker.com) Opening this fall/Times Square
- ★ **Hotel Bossart** (60 Montague Street) Opening early 2015/Brooklyn Heights

Wallpaper*

*THE STUFF THAT REFINES YOU

June 16, 2014

June travel news: editor's picks

TRAVEL 7 16 JUN 2014 |



The Ludlow, New York, USA

HIDE CAPTION START 1 / 57

Bringing the essence of a neighbourhood into a hotel is a skill Sean MacPherson has mastered. The hotelier behind some of New York's modern-day greats - the Bowery, Jane and Marlon among them - has now teamed up with BO Hotels to open the Ludlow in Manhattan's Lower East Side. Situated within walking distance of Katz's Delicatessen, the hotel pays elegant tribute to the idiosyncratic history of its storied neighbourhood, a landing point for Jewish immigrants before becoming the home of rock music and art in the 1960s. A red-brick entryway leads visitors into a stylishly dishevelled lobby lounge, lined with oak panelling and floored in marble mosaic. This opens onto another MacPherson signature: the intimate back garden. Upstairs, 184 rooms are filled with flea-market touches that hark back to the area's past. Hardwood floors are covered with handmade silk rugs while Brooklyn-made petrified-wooden nightstands flank Indo-Portuguese style beds lined with Italian-cotton sheets. The Skybox suite, notable for its spacious sitting area, is one of 20 suites that offer rooftop views of Lower Manhattan and the Williamsburg Bridge.

180 Ludlow Street, New York, USA; tel: 1.212.432.1818; www.ludlowhotel.com. Rates: from \$259.

Writer: Pei-Ru Kah

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

790,591 unique monthly visitors



The Ludlow, New York, USA

HIDE CAPTION START 2 / 57



The Ludlow, New York, USA

HIDE CAPTION START 3 / 57

September 27, 2014

Visit New York in style with these four hip new Big Apple hotels

Sep 27, 2014 22:00 By Sarah Turner

Here are four new hotels that make Manhattan even more of an upmarket destination. Get booked in quickly before their rates soar



High life: The Ludlow Hotel in the Lower East Side

Taking an ocean liner from Southampton to New York was the height of chic in the 1930s.

It's still a classic way to arrive in the city – but even if you travel by plane, you don't need to stint on style once you get there.

Here are four new hotels that make Manhattan even more of an upmarket destination. Get booked in quickly before their rates soar.

The Ludlow

Floor to ceiling windows, posh bathrooms - and plenty of luxury. On the edge of the exceedingly hip Lower East Side, this hotel opened earlier this summer and it's still got its low introductory prices for the next couple of months.

While rooms aren't huge, there's oodles of warehouse chic and serious fashion input - designer Martin Margiela designed the bathrobes.

Towering above the LES, there's plenty of that most prized Manhattan commodity - natural light - and you're round the corner some of the best restaurants in Manhattan while downstairs is Dirty French which offers acclaimed, highly spiced takes on classic French cuisine.

The Deal: from \$325 a night ludlowhotel.com

AUTUMN IN NEW YORK

Laura Parker

December 10, 2014, 1:45 pm

Share



A modern NYC hotel. Photo: The Ludlow

There is some debate as to the best season to visit New York. Each one has its merits: summer, the most obvious choice, is lively but crowded. Winter enchanting, but freezing. Spring is nice, but everyone's out of town. That leaves autumn, when the light jackets come out and everything turns from green to red.

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

7,600,000 unique
monthly visitors

For most New Yorkers, autumn is the best season. The summer tourist crowds have finally gone home. The streets are quieter, and everyone is breathing a little easier. Central Park is covered in a crunchy blanket of red and brown. Starbucks is selling its Pumpkin Spice Latte and in the West Village, people begin putting up Halloween decorations. It's warm enough that strolling is still enjoyable, yet mild enough to start layering.

If you do choose to visit during this time, here are some suggestions on where to stay and eat to get the most out of New York's autumnal goodness.

Where to stay

The number one place to visit during an autumn visit to New York is Central Park. The place is pretty spectacular all year round, but there's something about special about the vibrancy of its foliage from September to November. [The Mark](#), a boutique luxury hotel, is happily situated within walking distance to Central Park's East 77th Street entrance on Manhattan's Upper East Side. Rooms are spacious, delicately decorated with charming touches that evoke the height of Parisian luxury in the 1930s. Nowhere is this more evident than the bathrooms—grand affairs of black and white marble with nickel fittings. The hotel's on-site restaurant, [The Mark Restaurant by Jean-Georges](#), is similarly lavish: the menu, designed by one of New York's pioneering chefs, Jean-Georges Vongerichten, is fine dining at its best. As with Vongerichten's other restaurants, the emphasis is on European classics with market-fresh produce. Start with a shrimp cocktail, follow up with the signature egg caviar and smoked salmon platter, then lead into the parmesan-crusting organic chicken with artichoke and lemon basil butter and end it all with a grand mariner and chocolate chip soufflé. The hotel also complimentary bikes to its guests—undoubtedly the best way to experience Central Park this time of year.



A nice bathroom view at The Ludlow. Photo: Laura Parker

On the other side of the city, the newly opened [The Ludlow](#)  offers a more modern, yet equally luxurious, experience. Located in one of the oldest and liveliest neighbourhoods in New York, the Lower East Side, this 184-room hotel is a trendsetter. The rooms, some with a stunning view over the rooftops of downtown Manhattan, are a mash-up of cultural elegance: handmade Moroccan lamps, Indo-Portuguese wooden bed frames, handmade Indian silk floor rugs from India, and tree trunk nightstands from Brooklyn. The bathrooms, with black and white tiles and brass fixtures, have oversized windows perfect for candle-lit bubble baths. From here, you can explore the cultural landmarks of the Lower East, from the trinity of Jewish food (Yonah Schimmel's Knish Bakery, Russ and Daughters and Katz's Delis) to vintage clothing stores, beat-up dive bars, live music venues and hipster coffee shops. The Ludlow's Lobby Lounge and Garden is also worth a visit: the cocktails here were recently voted the

best in the city by Village Voice, for reasons that become clear once you ask the bartender to recommend one. The hotel's on-site restaurant, [Dirty French](#), is also a hot ticket: apparently the waiting list for a reservation is long, even by New York standards. Think classic French bistro with a New York twist: a light salad of sizzling giblets, bacon and egg, a lamb saddle with potato and cumin, a succulent short rib with salty pommes frites and broccoli au gratin, all expertly paired with matching wines by one of the restaurant's charming servers. And let's not forget about dessert, light, fluffy beignets (those darling French doughnuts) with dusted sugar and caramel sauce.

Back on the Upper East Side, Relais & Chateaux's only New York hotel, [The Surrey](#), stands neatly nestled among the grandiose townhouse facades and white-marbled apartment buildings that populate the middle 70s between 5th and Park. The hotel was built in 1926 as a residence (JFK and Bette Davis were among those who stayed here) but underwent an extensive refurbishment in 2009 with the help of interior designer Lauren Rottet. The result feels both sophisticated and modern—walking in, guests are greeted by a towering black-and-white Chuck Close portrait of Kate Moss, one of 31 pieces of original art in the hotel. The spacious rooms (referred to as "salons") feature hand-painted wardrobes, oversized wooden desks and soothing neutral tones. Some of the bigger rooms also include fireplaces, private terraces and soaking tubs.

Don't give yourself away if you spot a celebrity or two in the lobby: this is one of the few hotels in Manhattan that afford the famous some much sought-after privacy, far from the tourist hellhole that is midtown. The hotel's penthouse and presidential suites are also popular with artists and photographers: the baby grand piano in presidential suite has served as the backdrop of many a fashion editorial shoots and even [music videos](#).

Condé Nast Traveler

September 4, 2014

Style.com's Guide to New York Fashion Week

Written by Dirk Standen · September 04, 2014



Photo by John Marshall Mantel/Corbis

As the EIC of Style.com, I've been lucky enough to have the experience of attending fashion weeks all over the world. Here's my guide for what to see—and where to be seen—in New York this week during Fashion Week (Sept. 4–12).

Where to grab lunch if you want to run into Anna Wintour, Marc Jacobs, and other fashion icons: Any of the three Manhattan branches of **Sant Ambroeus**. At the Madison Avenue location uptown, you might run into J. Crew CEO Mickey Drexler. Down in Soho or the West Village, you'll see young designers like Aurelie Bidermann and Waris Ahluwalia.

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

2,873,169 unique monthly
visitors

The best place to people watch:

On [Style.com](#), of course. Our street style photographer [Tommy Ton](#) has the best eye in the business. If you want to follow in Tommy's footsteps, you could position yourself outside **Milk Studios**, a hub for the shows on West 15th Street. When you're ready for a break from watching people in interestingly proportioned clothes, you can duck into **Chelsea Market** for a snack.

The hotels where everyone will be staying...aka where you'll want to grab an after-work cocktail:

At one point or another during the week, everyone in fashion passes through the lobby of the [Mercer Hotel](#). [The Carlyle](#) hotel uptown and the **Bowery Hotel** downtown are also popular with visiting European editors, though now that the Bowery's Sean MacPherson has opened **The Ludlow** on the Lower East Side, he might be creating some competition for himself. 

The stores you'll want to visit between shows:

192 Books, located between Milk Studios and the Chelsea galleries, has a great selection of art books and new fiction. Man cannot live by fashion alone.

The pros of Fashion Week being downtown in the Meatpacking District:

Apart from the fact that it's only a couple of blocks from my apartment in the West Village? There's an energy downtown that matches the adrenaline high of fashion.

Make time for:

Gavin Brown is now a serious player on the international art scene, but his gallery, **Gavin Brown's Enterprise**, still has a renegade quality. Rob Pruitt's new exhibition, opening there on September 13, promises to more than live up to its title, *Multiple Personalities*.

The biggest no-no during NYFW:

Don't even think about taking a cab on the west side of Manhattan. Milk Studios in the Meatpacking District, the West Chelsea galleries, and Lincoln Center are all popular show venues. You're liable to get stuck for an hour behind a line of town cars disgorging frazzled editors.

Keep your eye on:

Two icons—and in this case the word fits—are doing interesting new things this week. Donatella Versace is jetting in from Milan to show her Versus line. She's working in collaboration with Anthony Vaccarello, a young designer whose dresses are every bit as in-your-face sexy as Versace's. Meanwhile, Ralph Lauren is taking over a stretch of Central Park to launch Polo for women.

THE hottest invite in town:

This season the Opening Ceremony show will take the form of a one-act play co-written by actor Jonah Hill and director Spike Jonze. That should be *different*.

Condé Nast Traveler

December 2, 2014

HOTEL

THE LUDLOW HOTEL

184 ROOMS

\$\$\$

180 Ludlow Street, New York, NY, 10002, United States
(212) 652-2110

[Visit website](#)



The latest venture from hotelier Sean MacPherson (The Marlton, Bowery Hotel, The Waverly Inn) and BD Hotels and trendiest new kid on the block in Manhattan's Lower East Side. There are 184 guestrooms (including 20 suites) all with city views, and some with private terraces.

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

2,844,987 unique
monthly visitors

TRAVEL+ LEISURE

August 24, 2014

08.24.14

Sean MacPherson Defines What Makes a Hotel Cool

By Sean MacPherson | [Hotels + Resorts](#) | [Comments](#)



The best hotels have human fingerprints.

I don't need to like the person's style, but I want to feel their presence and a sense of place. The Grand Hôtel Nord-Pinus, in Arles, France, is so French, but it also has a strong Spanish influence that reflects the owner's quirky taste: a vintage bar and furniture mixed with bullfighting memorabilia and Peter Lindbergh photographs. At the Saint Cecilia, in Austin, Texas, you feel Liz Lambert's heartbeat throughout the hotel. The mini-bar, for example, has personal choices such as salted-caramel galettes, prosciutto, and Mexican Coke.

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

1,391,627 unique monthly
visitors

A hotel should tell a story.

Bemelmans at the Carlyle in New York is the benchmark for all hotel bars because it has that history—with Ludwig Bemelmans's murals and the Kennedys drinking there—yet it's still very much alive with music and performers. It's not a bar that could ever exist in, say, L.A. My newest property, the Ludlow Hotel, is inspired by my time in New York during the 1980's. There was this tremendous art scene, with Warhol and Jean-Michel Basquiat running around. And they weren't mythological characters like Hemingway and Picasso in Paris; this was in our lifetime. Plus the music, like the Ramones, Blondie, and early hip-hop. There was a vitality to the city and you could still get an apartment for \$400 a month. So I gave the Ludlow that feeling of loft living, not in a literal way but the sensation of it. I imagined a kid that may be down and out, living on the Lower East Side, but he had some nice furniture his parents gave him and a cool place, so it was going to be okay.

Don't state what's already implied.

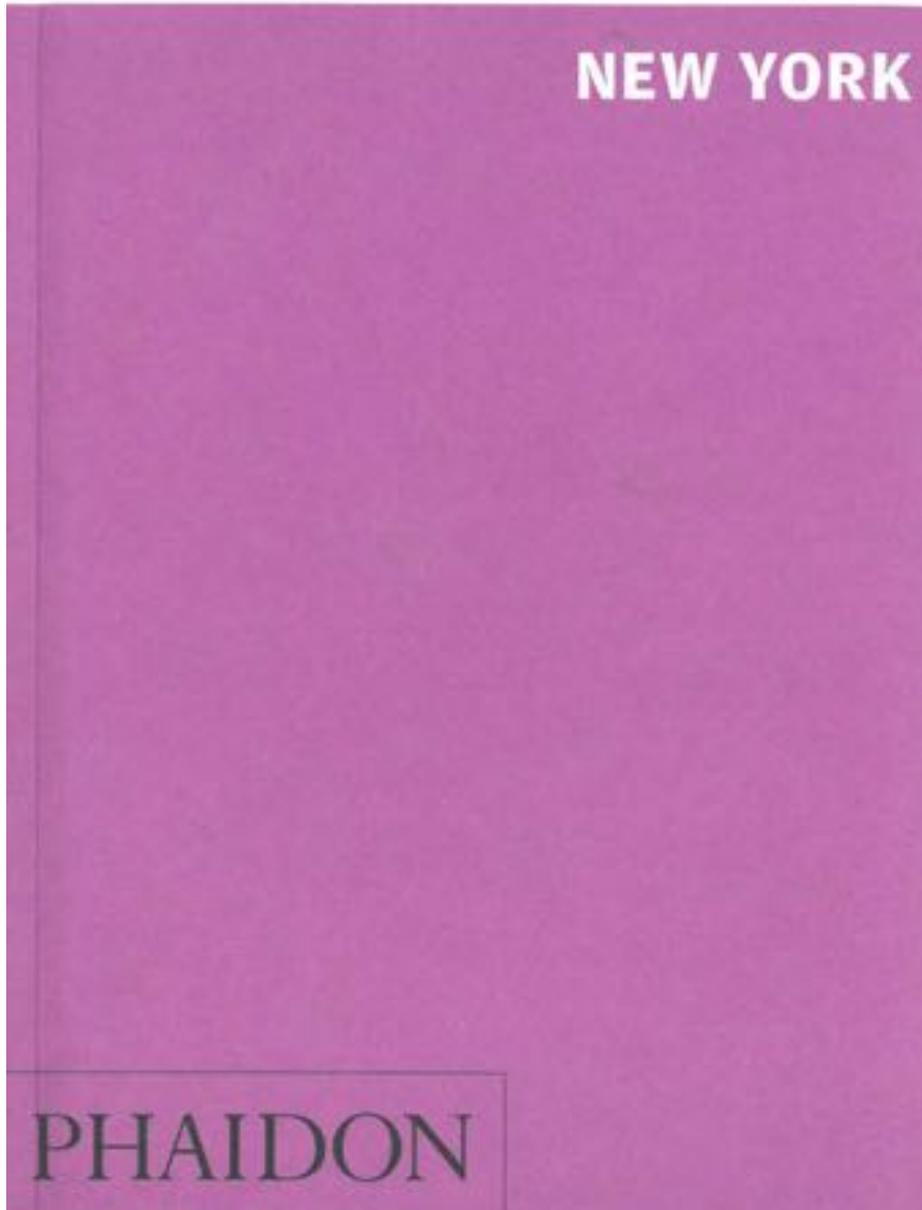
Let the product speak for itself. If you allow the guest to interpret the hotel, then it will be exactly what they want it to be. Give room for people to make it their own. At some hotels, the first thing they tell you is how cool they are. That's like someone telling you they're smart. "Cool" is almost invisible when it's done well. You don't even notice why; you just feel it.

Photo courtesy of Jake Chessum

Wallpaper*

2015

Wallpaper*
City Guide



News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

Circulation: 2,000,000

HOTELS

WHERE TO STAY AND WHICH ROOMS TO BOOK

The boutique hotel scene is resurgent in NYC, and gone are the days when staying in Midtown meant forgoing all things stylish. Now, it is the place to be, as the Roman and Williams-designed Viceroy (124 W 57th Street, T 212 830 8000), the business-oriented Quin (101 W 57th Street, T 212 245 7846) and the towering Park Hyatt (see p030) all hold court on 57th Street, close to Central Park. This revival has also prompted established hotels to up their game, among them the *Loews Regency* (540 Park Avenue, T 212 759 4100), which underwent a \$100m makeover in 2014.

Downtown, hotelier Sean MacPherson, of *The Jane* (113 Jane Street, T 212 924 6700) and *The Bowery* (335 Bowery, T 212 505 9100), is behind two 2014 launches: *The Marlton* (see p018) in Greenwich Village, and the 184-room *Ludlow* (180 Ludlow Street, T 212 432 1818), whose oak-panelled rooms and mosaicked floors pay tribute to the heritage of the Lower East Side.

There are plenty of attractive options on the West Side too. A few blocks from the Hudson River, Hotel Hugo (525 Greenwich Street, T 888 335 8944) mixes raw industrial elements with glossy finishes and vertical gardens. In Chelsea, *The High Line Hotel* (180 Tenth Avenue, T 212 929 3888), in the former General Theological Seminary, which dates to the mid-19th century, cuts a dash amid the neighbourhood's cluster of contemporary art galleries.

For full addresses and room rates, see Resources.

PHILADELPHIA STYLE

September 24, 2014

5 Weekend Getaways You'll Want to Book ASAP

SEPTEMBER 24, 2014 | BY JESSICA GREEN | PURSUITS

With shore weekends coming to an end, you'll want to spend your free time exploring areas outside Philadelphia and New Jersey. Below, 5 appealing destinations (plus where to stay and what to eat).

New York

Where to Stay: [The Ludlow Hotel](#)



Reserve the large suite, with a king bed and a separate living space with a twin size day bed, for a family vacation and revel in the rain shower and soaking tub within the room. 180 Ludlow St., 212-432-1818

TRAVEL+ LEISURE

October 30, 2014

Carry On

10.30.14

Ludlow Street Redux: The New New Renaissance on New York's Lower East Side

By Nate Storey | [Hotels + Resorts, Food + Drink, Arts + Culture](#) | [Comments](#)



I still remember the thrill of walking into the old Max Fish when I first moved to New York in 2007. The Ludlow Street indie rock bar was one of the last remaining holdouts of a fabled era on the Lower East Side, one marked by edgy music venues, Velvet Underground burnouts, and downtown hipsters before hipster was a look sold in SoHo retail windows. Heaps of trash and roving dope dealers still gave the block an authenticity that was under siege from frat bros and cheesy lounges—hallmarks of the modern LES. Inside, Max Fish was far removed from its '90s heyday, but vestiges of its bohemian glory remained, like the legendary jukebox and graffitied bathrooms. It smelled of stale beer, cigarettes, and sweat. It was gritty. It was perfect.

News from...

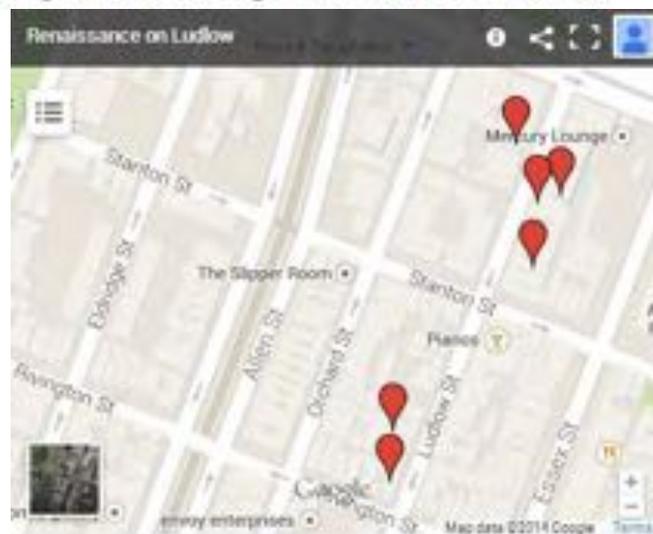
NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

2,036,166 unique monthly
visitors

That memory comes to me as I'm sipping a Japanese whiskey-based Grand Prix on a leather banquet in the lobby of the Ludlow Hotel, Sean MacPherson's buzzworthy opening across from Katz Delicatessen. A Ron Gorchov painting sits over a limestone fireplace, Moroccan rugs, grand chandeliers, and dapper LES gatecrashers sampling elixirs by barman Thomas Waugh, who made a name for himself shaking drinks at ZZ's Clam Bar.



MacPherson (top) has blazed a nightlife trail across lower Manhattan with his scene-setting debuts, from the celeb-magnet Jane along the West Side Highway, to the Mariton, a fashion-world darling in Greenwich Village, to the Bowery Hotel, where East Village subculture found a late-night clubhouse. He seems to have a knack for finding enclaves on the cusp and his timing this go-round couldn't be more precise. Once the Lower East Side's baddest block, the street is now a polished reproduction of something you'd find in the new Brooklyn. In the Ludlow, MacPherson hopes to keep some of the neighborhood's character alive.



"As an impressionable kid from Malibu, I was smitten by the intense urbanity and diversity of the '80s LES. On one hand, it was a bit dangerous. On the other hand, the rents were affordable and it was an exceedingly fertile place for creativity—music, street art, and fashion oozed from its pores," he says.

Gentrification is a polarizing word. But it's hard to argue with MacPherson's vision once you step inside the formerly abandoned brick space, which took six years to finish. The 184 loftlike rooms have dark hardwood floors, marble mosaic bathrooms with Hollywood-style vanity mirrors, and Brooklyn Bridge views; design elements such as petrified tree trunk stands and sheepskin throws are a nod to the area's ubiquitous vintage shops.

The result? The cool crowd is moving in. Call it phase three of the Lower East Side's evolution, from antiestablishment refuge to puking Millennial circus to the startup set's new frontier.

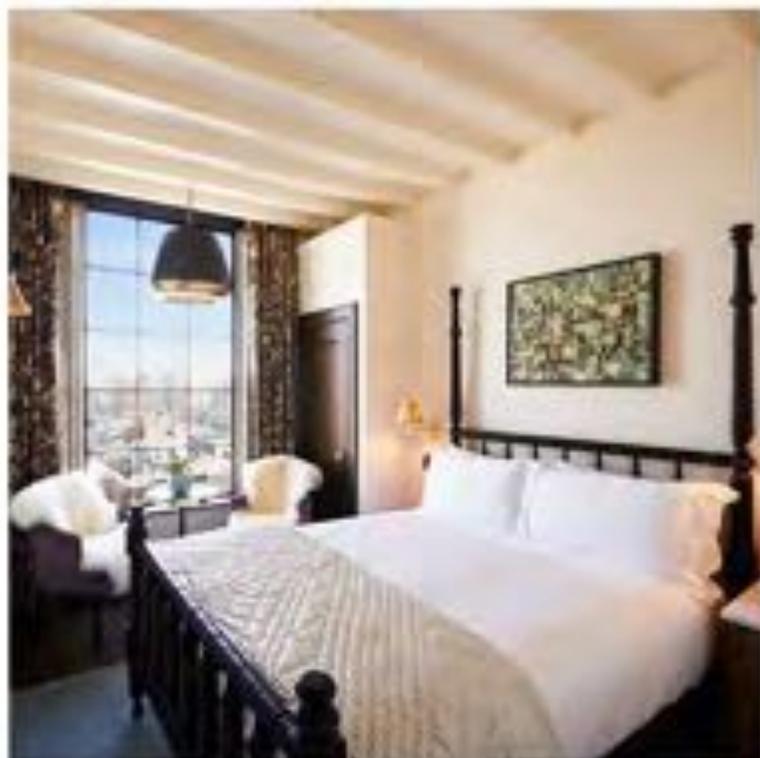
"I look at the loss of old New York rather wistfully, yet the city is a living organism that's constantly evolving; it always has and always will reinvent itself," MacPherson says.

This is what reinvention looks like: A corridor that was once home to no-frills joints like Banjo Jims and Motor City Bar now houses Sweet Chick, a Brooklyn-born canteen with bacon-and-cheddar waffles and duck ragu; the Ludlow Inn, a subterranean craft cocktail den from the team behind East Village favorite Angel's Share; an outpost of comfort-food Mecca Pies N' Thighs; Galli, the second location of Mercer Street's beloved Italian trattoria; Rising States, a mod women's boutique that showcases local designers; 179 Ludlow, a new luxury condo building once dubbed the 'Rat Castle' after it fell into disrepair; and the latest edition of the club-as-hotel Soho House, set to open in 2015.

September's launch of Ludlow Hotel's restaurant *Dirty French*, the latest from cult restaurateurs Rich Torrisi and Mario Carbone, amplified the cool quotient—it's already one of the city's hardest reservations—with tableside oyster service and a two-course chicken dish that's on the vanguard of the city's current obsession with roasted bird.

Ravi Patel kick-started Ludlow Street's metamorphoses with his retro rooftop restaurant Hotel Chantelle in 2011, betting that the neighborhood was ripe for change.

"Before we built Hotel Chantelle, nobody passed Delancey—it was like the Berlin Wall," Patel says of the thoroughfare that bisects Ludlow Street. "People thought it was sketchy but once we opened, they showed a willingness to try something new."



And while he welcomes the upscaling from a business standpoint, he thinks the LES can still retain its edge despite a new coat of gloss.

"The coolness/uniqueness factor has lost its luster a little, but the Lower East Side is still going to have its grunge—now it's just a sophisticated grunge. The neighborhood will never lose its character because it was founded on the culture that existed before all of these new developments. It's not the new Meatpacking because the Meatpacking had no culture—it was all warehouses. The LES is more of a high-end Williamsburg."

For better or for worse, what could be a better model for urban renewal than that?

Nate Storey is an editorial assistant at Travel + Leisure.

Photos courtesy of Jake Chessum and Annie Schlechter

GRUB STREET

May 13, 2014

Underground Gourmet: 21 New Outdoor Dining Spots Where You Can Gobble and Guzzle the Summer Away

5/13/14 at 12:55 PM



The garden behind Marco's.
Photo: Sarah Jilberg/New York Magazine

If anything defines a New Yorker's fortitude in the face of adversity, it's the persistence in finding a good place to chow down in the open air, such as it is. And such persistence is rewarded by this season's new crop of outdoor dining destinations, from a sidewalk patio at one of Manhattan's hottest restaurants to a raw bar located on a boat. Here, what to eat and drink at 21 fresh spots that you'll definitely want to check out this summer.

1. Slurp Long Island oysters at Grand Banks, a raw bar (plus) on a wooden fishing schooner, the *Sherman Zwicker*, which will be docked all summer in the Hudson. (Pier 25, West Side Highway at N. Moore St.; 212-960-3390; June)
2. Pork out at [Arrogant Swine](#), an industrial-Williamsburg beer hall and garden dedicated to authentic Carolina-style whole-hog barbecue. Queens-raised owner Tyson Ho, a former financial analyst, studied under Ed Mitchell, the most masterful Carolina pitmaster of them all. (173 Morgan Ave., at Scholes St., East Williamsburg; no phone; June)

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

110,090 unique monthly
visitors

3. Get your Salted-Crack-Caramel-ice-cream fix under the stars and by the light of the moon reflecting off the Gowanus Canal (if such a thing is possible) on the outdoor deck at the humongous new [Ample Hills](#) manufacturing plant and retail shop. (305 Nevins St., at Union St., Gowanus; no phone yet; June)

4. At the height of summer, reserve a table for five to eight in the newly renovated Franny's turned Marco's garden, and order this: housemade farmer's cheese with Sun Gold tomatoes and charred bread, wood-grilled bluefish with roasted corn and hot peppers, and sweet-cream gelato with raspberries and lavender for dessert. (295 Flatbush Ave., nr. Prospect Pl., Prospect Heights; 718-230-0427)

5. ... or try your luck snagging a no-reservations table in the secluded quirky-sculpture garden at [Narcissa](#), where chef John Fraser has owner André Balazs's upstate-farm harvest at his disposal, and pastry chef Deborah Racicot is replacing her winter sundae with a rhubarb rendition. (21 Cooper Sq., nr. E. 5th St.; 212-228-3344)

6. Drink craft beer on a promenade deck, dine at a chef's table, visit an aperitif bar, and, while you're at it, why not plan your wedding? There really isn't much you can't do at [Pier A Harbor House](#), the three-story wining-and-dining megacomplex and event space in the landmarked Battery Park structure that will open to the public for the first time in 127 years. (22 Battery Pl., nr. Little West St.; 212-344-0500; July)



The view from the Pier A Harbor House.
Photo Courtesy of Pier A Harbor House

7. Start the weekend early with a surreptitious Friday lunch of grilled ramp toasts and rosé from a magnum at [Charlie Bird](#), whose new 40-seat sidewalk patio is the latest alfresco addition to a swath of lower Sixth Avenue long colonized by [Da Silvano](#) and [Bar Pitti](#). (Dinner nightly; lunch weekends only.) (5 King St., nr. Sixth Ave.; 212-235-7133)

8. Savor a Connecticut-style lobster roll on the outdoor patio of the new East Village branch of the [Red Hook Lobster Pound](#), which is as hushed and tranquil as a Trappist monastery. (16 Extra Pl., nr. 1st St.; 212-777-7225)

9. Nibble sustainable ceviches on the newly relandscaped terrace at [Tavern on the Green](#), home to 40 new trees, 400 new shrubs, and the locavore cooking of chef [Katy Sparks](#). (Central Park W. at 67th St.; 212-877-8684; Late May)

10. Swig a Negroni or a shakerato (iced espresso and sugar) and munch on a panino at one of the remarkably cozy street-side tables at this new coffee-bar outpost of [Sant Ambroeus](#), and be prepared to admit that the phrase “peaceful New York City sidewalk café” is not an oxymoron. (540 Park Ave., entrance on E. 61st St.; 212-339-4051)

11. From the close-up perspective of an outdoor table, admire the gleaming chrome handiwork of the [Empire Diner](#), built in 1946 by New Jersey’s [Fodera Dining Car Company](#). More to admire: Buffalo skate wings, a first-rate patty melt, a caramelized-banana split, and pretty much everything else on [Amanda Freitag’s](#) menu. (210 Tenth Ave., at 22nd St.; 212-596-7523)

12. Go for a ride along the Hudson River bike path, then valet park your bicycle at NYC Velo (the bike shop located within [Gotham West Market](#)) before stuffing yourself silly with [Ivan Ramen Slurp Shop](#) noodles, [Cannibal charcuterie](#), and [Court Street Grocers](#) beros at an outdoor communal table. (600 Eleventh Ave., nr. 45th St.; 212-582-7940)



13. Perch on a concrete Chesterfield sofa in the bluestone-paved, trellised courtyard of the [Ludlow Hotel](#), future home to [Dirty French](#), a Gallic departure for the [Torrisi](#) and [Carbone](#) team. Dishes like roasted clams amandine and duck for orange *preservé* will debut later this summer; bar service begins next month, though, with cocktails like the [Muddy Water](#), a wallop of Irish whiskey, cumin-infused [Sazerac](#) rye, [Amaro Nonino](#), bitters, and an absinthe rinse. (180 Ludlow St., nr. E. Houston St.; 212-432-1818; June)

14. Feast on upstate produce at [Blenheim](#), the West Village [Smorgas Chef](#) branch’s more upscale, less Scandinavian successor. Chef [Justin Hilbert](#), late of [Gwynnett Street](#), employs the owners’ Catskills-grown-and-foraged foods on a hyperseasonal menu — act fast, and you’ll catch fiddlehead ferns with goat butter and roasted lemon — and the sidewalk café occupies an especially charming corner. (283 W. 12th St., at W. 4th St.; 212-243-7073; Late May)



The Sherman Zwicker, which houses its own raw bar.
Photo: Courtesy of Grand Banks

15. Carbo-load for a jaunt on the High Line with housemade tagliolini with local zucchini, lamb sausage, and mussels at the yet-to-be-named restaurant from Major Food Group, the team behind *Parm* and *Carbone*. The location can't be beat: a Renzo Piano-designed structure with alfresco seating at the park's southern terminus. (820 Washington St., at Gansevoort St.; no phone yet; August)

16. Have a leisurely brunch (or dinner) among the olive trees in the nicely appointed backyard garden at *Bustan*, a new "pan-Mediterranean" restaurant on the Upper West Side, and decide whether the culinary world is ready for Momofuku-style lamb-shawarma buns, beef-cheek hummus bowls, and pastrami-carbonara flatbread cooked in a taboon oven. (487 Amsterdam Ave., nr. 84th St.; 212-595-5050)

17. Soak up the sun in the 40-seat backyard at *French Louie*, where the menu is full of light French-inspired bites to snack on, from radishes and pickles to anchovy frites and smoked sardines. (320 Atlantic Ave., nr. Smith St., Boerum Hill; 718-935-1200)

18. Work your way through the elaborately seasoned and unstintingly spicy Thai salads at *Pok Pok Ny*, whose recent move to a larger space up the block also entails more outdoor seating. Another welcome addition: weekend lunch reservations accepted for parties of eight and up. (117 Columbia St., at Kane St., Columbia Street Waterfront District; 718-923-9322)

19. Start your day with Parlor coffee and Dough doughnuts in the 74-seat outdoor courtyard at *Berg'n*, the massive food and beer hall run by the Brooklyn Flea guys. Then abandon all plans to be seen in public while wearing a swimsuit this summer, and come back later for ramen burgers, Asia Dog corn dogs, Pizza Moto grandma slices, Mighty Quinn's brisket, and Blue Marble ice cream. (899 Bergen St., nr. Franklin Ave.; 718-857-2337; June)

20. Try the spicy red-chile ramen on the backyard terrace at *Ivan Ramen*, and test the "gustatory facial sweating" theory that postulates hot and spicy foods actually cool you down. (25 Clinton St., nr. Stanton St.; 646-678-3859)

21. Swig a chicory-stout ice cream float in the backyard garden at *Pickle Shack*, preceded by a smoked-tofu bánh mi and some fried Hop-Pickles. (256 Fourth Ave., nr. Carroll St., Gowanus; 347-763-2127)

This is an extended version of an article that appears in the May 19, 2014 issue of New York Magazine.

November 21, 2014

The Ludlow, New York: Room Service



A hip addition to Manhattan's hottest hood

Named after its buzzing street on the Lower East Side, this new hotel is built up to 20 floors on top of a much older warehouse. Ludlow Street may have an old institution flagging its corner – Katz's Deli, of "I'll have what she's having" of When Harry Met Sally fame – but along its length, swish apartment blocks, hotels and restaurants are sprouting above and around the shabby-chic, fire escape-clad tenement buildings that define the neighbourhood.

New York hotelier Sean MacPherson – who has form with hip establishments such as the Marilton and the Bowery – has got in on the act, opening The Ludlow with partners Ira Drukier and Richard Born this summer. The 184-room hotel may be a big new build, but it's cannily tapped into the area's vibe, blending the artfully dishevelled with contemporary chic.

The building was bought as a derelict property, abandoned by developers after the financial crash. Fitting out has kept the look of the block while discreetly ensuring a comfortable stay. With oak panelling, white-washed brickwork and antique brass fixtures, the lobby and bar have a surprisingly convincing vintage feel; bedrooms are all dark wood and more chunky brass, with rustic touches such as sheepskin throws. The minibar includes locally sourced kale crackers, sea-salted chocolate and a scented candle, which probably tells you all you need to know about the expected clientele.

It all fits the studiously cool atmosphere of Ludlow Street. By day, New Yorkers browse its little fashion boutiques and brunch in the stylish cafés; by night, the focus turns to partying. The sidewalks become packed with a young crowd, getting pizza, drinking pricey cocktails or cheap beers in dive bars before dancefloors beckon.



The hotel's own bar provides an experience in Thirties glamour

Inside The Ludlow, you won't hear a thing (unless you're hanging out on your private terrace). And the hotel's own bar, with an understated 1930s glamour, provides a calmer drinking experience. It is dimly lit and has bulbous leather couches, snakeskin stools, fluffy sofas, and a peaceful patio out back. The restaurant, Dirty French, the latest offering from the Major Food Group, promises a New York twist on classic French cuisine.

Location

On Ludlow itself, try Cake Shop (001 212 253 0036; cake-shop.com), a café-cum-record shop that turns into a bar-and-gig-venue by night. Spitzer's Corner (001 212 228 0027; spitzerscorner.com) and the also box-fresh new joint Sweet Chick (001 646 657 0233) – next door to the hotel – are jumping spots for a bite to eat.

The Ludlow is a solid base for exploring Manhattan, and if the Lower East Side really isn't cool enough for you, you're also within easy reach of Brooklyn.

Comfort

The Ludlow's decor – hand-picked by MacPherson, apparently – is the same throughout: hardwood floors, enormous Moroccan pendant lamps, brass and marble-topped tables, mauve armchairs, high beds with dark wooden four-poster frames, quirky petrified tree-stumps for side-tables. It's extremely tasteful – the only mis-step being the ghastly, pondweed-coloured, tie-dye style curtains.

Bathrooms are marble and white-tiled, with large tubs or monsoon showers. I liked the old-fashioned brass mirror, flanked by blazing bulbs. Red Flower toiletries and Maison Martin Margiela bathrobes are nice touches.

There are nine categories of room, but you're paying for extra leg space effectively; most are cityishly compact, if never cramped. The Ludlow's elevated design means all come with sweeping views through factory casement-style windows, and many have little Juliet balconies to admire the skyline from.

Splash a little more cash, however, and you'll be rewarded with neat extra ways to enjoy the cityscape: both king and queen rooms are available with private outdoor terraces that have views to the west, while the Skybox Lofts come with sitting areas with wrap-around windows. If you prefer to look at a screen, rooms come with large televisions and free Wi-Fi.

Travel essentials

The Ludlow, 180 Ludlow Street New York City, US (001 212 432 1818; ludlowhotel.com)

Rooms ****

Value ***

Service ***

Doubles start at \$377 (£236), room only

TRAVEL+ LEISURE

December 11, 2014

Best Places to Travel in 2015

← BACK

1 of 52

NEXT →

Presenting 50 incredible destinations for 2015. Where will you go this year?

From December 2014
By Travel + Leisure Staff

"Fez is multilayered, multifaceted," says resident Tara Stevens. "Every time I go out the front door, I discover something. This is a city on the cusp of change—and it's exciting to be a part of that."

Stevens, a British food writer, and American Stephen Di Renza are behind Fez's stylish Restaurant No. 7, which hosts a rotating series of guest chefs. They're part of a group of expats restoring riads and encouraging experimentation—along with enterprising locals like Anis Sefrioui, who recently unveiled Hotel Sahara, with 50 contemporary rooms overlooking an infinity pool and a light-filled spa with elaborate latticework.



Robert Thom

The world is getting smaller, but the chances of having an extraordinary new experience are only increasing. We've identified 50 standout destinations, based on industry news and trends, with input from contributing writers, A-List travel agents, and our new **local experts**. These are the places changing the travel map, whether it's an emerging arts hub in Germany or a quiet stretch of sand in the Caribbean.

So where else can 2015 take you? The panda capital of Chengdu, China, is appealing to a broader range of travelers with a new 72-hour no-visa policy and a packed lineup of hotel openings: Six Senses, Fairmont, and Swire's Temple House. In Japan, meanwhile, the dollar has hit new highs—good timing for powder buffs who can also now use Vail's Epic Pass at Hokkaido's Niseko United resort.

And you may be surprised by what's brewing close to home. We selected 12 destinations in the U.S., including Houston, for its ambitious food scene, and Miami, where the spotlight has turned to the Mid-Beach neighborhood. The latest art-centric 21c Museum Hotel will open its doors in Durham, NC, a once-sleepy college town that now thrums with fair-trade coffee shops, micro-distilleries, and some of the best barbecue around.

What inspires a trip varies from person to person, of course. But as a head start, we've mapped out 12 months' worth of places with the kind of "it" factor that Fez's Tara Stevens describes.

Read on for our picks, and join the conversation with hashtag #bestplaces2015.

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

12,539,915 unique
monthly visitors

Manhattan

→ "New York is a living organism that's constantly evolving—it always has and always will reinvent itself," says Sean MacPherson, whose new hotel **The Ludlow** is another catalyst in the gentrification of the Lower East Side. Still, 2015 is shaping up to be an especially transformative year for Manhattan. The center of the media universe is shifting downtown, with Condé Nast's move to 1 World Trade and Time Inc.'s migration to Brookfield Place in November. A rush of development has followed, with new restaurants, food halls, and shops, as well as the new light-filled Fulton Center and, slated for 2015 completion, the World Trade Center transit hub with Calatrava's wildly expensive winged design. Century-old **Pier A** is now a multilevel oyster bar and event space with a promenade that faces the Statue of Liberty. (Look for a makeover of the **South Street Seaport** and the debut of retail-entertainment-park complex **Super Pier** on the Hudson in the next few years.) But that doesn't mean things have been quiet in midtown. Just take a walk along 57th Street, where new ultra-luxe towers soar above what has come to be called Billionaire's Row. The prospective buyers of \$25 million condos will need someplace to repair to, and no doubt others will be tempted to follow them to the **Park Hyatt** or the raunchily reft **Rainbow Room**—thirsty for some old-fashioned, unapologetic glitz. —Nathan Storey



Carissa Jorge

THE WALL STREET JOURNAL.

October 09, 2014

NY REAL ESTATE COMMERCIAL

Chic New Hotels, Cafes Liven Up Ludlow Street Area Change Comes to Lower East Side Neighborhood

Email Print 0 Comments



By KAYA LATERMAN

Oct. 9, 2014 9:44 p.m. ET



The outdoor patio at Ludlow New York City hotel. Claudio Papapietro for The Wall Street Journal

The price of a pastrami on rye at Katz's Delicatessen may have inched higher over the years, but not much else has changed at this Lower East Side institution. You still get a paper ticket when you push through the turnstile and you can still send a salami to your boy in the Army.

Change, however, is all around Katz's. New condominiums, many which stalled during the financial crisis, have been restarted and are nearing completion. New restaurants, hotels and retail stores are opening, replacing longtime bars and cafes that had been mainstays in the neighborhood for the last two to three decades.

"I think what makes New York special is that it is always changing and constantly growing," said Jake Dell, a co-owner of Katz's. "Change is not always bad. It's just different, and that's what makes some people upset."

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

50,137,942 unique
monthly visitors



Enlarge Image

Katz's Delicatessen on East Houston Street, at the corner of Ludlow Street, on the Lower East Side
Claudio Papapetro for The Wall Street Journal

That said, Katz's Deli isn't going anywhere. The one-story building on the corner of East Houston and Ludlow will remain as it is, although the owners recently sold the property's air rights to a developer.

The once-gritty vibe of the Lower East Side has largely disappeared and many of the new commercial and residential spaces are occupied, targeted and patronized by professionals with

disposable income

Ariel Tirosh, a broker at Douglas Elliman who is marketing the condominiums at 179 Ludlow St. and 100 Norfolk St., said about 50% to 55% of the inquiries on the latter development have been from 20- to 30-year-old professionals, many of them single women. Sales for 179 Ludlow will start in a few weeks.

"I think the success of the night-life scene has attracted more daytime business the last few years," he said. "When you see a vibrant cafe culture developing, buyers become more confident."

There have been many critics of such boisterous night life, however, and some community groups have dubbed a pocket of the Lower East Side "Hell Square" because there are so many bars and so much traffic and drunken ruckus, especially during the weekend.



Enlarge Image

The Ludlow New York City hotel, which  officially opened its doors last month, looks to cater to creative professionals and musicians, but also to local residents who want a quieter place to grab a drink, said its general manager, Bruno Vergeynst.

"Some of our first patrons in our lobby bar were older local residents and they seemed to like our laid-back vibe," he said, touting the quiet outdoor patio and dark lobby-lounge area, which is dotted with large amplifier speakers.

Mr. Vergeynst said his first marketing push was to overseas travel agents who work with tour managers of rock bands. Such bookings help fill up multiple rooms since bands often tour with large crews and they also help establish the hotel's identity.

"We wanted to add to the gritty, rock 'n' roll feel of the neighborhood," he said, adding that recent patrons have included the popular English rock band Kasabian.

Meanwhile, turnover for small retail spaces, especially clothing boutiques on the ground floor of tenement buildings, has been high, largely because of little weekday foot traffic that is attributed to the lack of area offices. There are currently about half-a-dozen empty storefronts on Ludlow Street.



Businesses on Ludlow St. Claudio Papapietro for The Wall Street Journal

"The successful boutiques have a vertical business because you can't just rely on walk-in customers," said Michael Forrest, chief executive officer of Forrest Partners LLC, a local developer.

It helps if you have income also coming in from Internet sales, a wholesale business or a side gig as a stylist, he said, describing one, financially stable boutique tenant.

Mr. Forrest, who is also the president of the Lower East Side Business Improvement District, is one of the many area landlords who are bullish about the changing commercial landscape. He sees enough activity to open this month a second location of his Italian restaurant Galli on the corner of Ludlow and Rivington streets.

He expects foot traffic to grow even more when Essex Crossing, a residential and commercial development project, is completed in a few years. The project is expected to bring 1,000 new residential units and about 600,000 square feet of commercial space a few blocks south of the new restaurant.

"I think Essex Crossing will be transformative because it will bring in a huge daytime workforce that will ultimately add a different dimension to the neighborhood," he said.



Other new developments include Hotel Indigo LES at 171 Ludlow, expected to open in late spring of next year, a residential building at 145 Ludlow, and the second location for the private club Soho House at 139 Ludlow, expected to open in about a year.

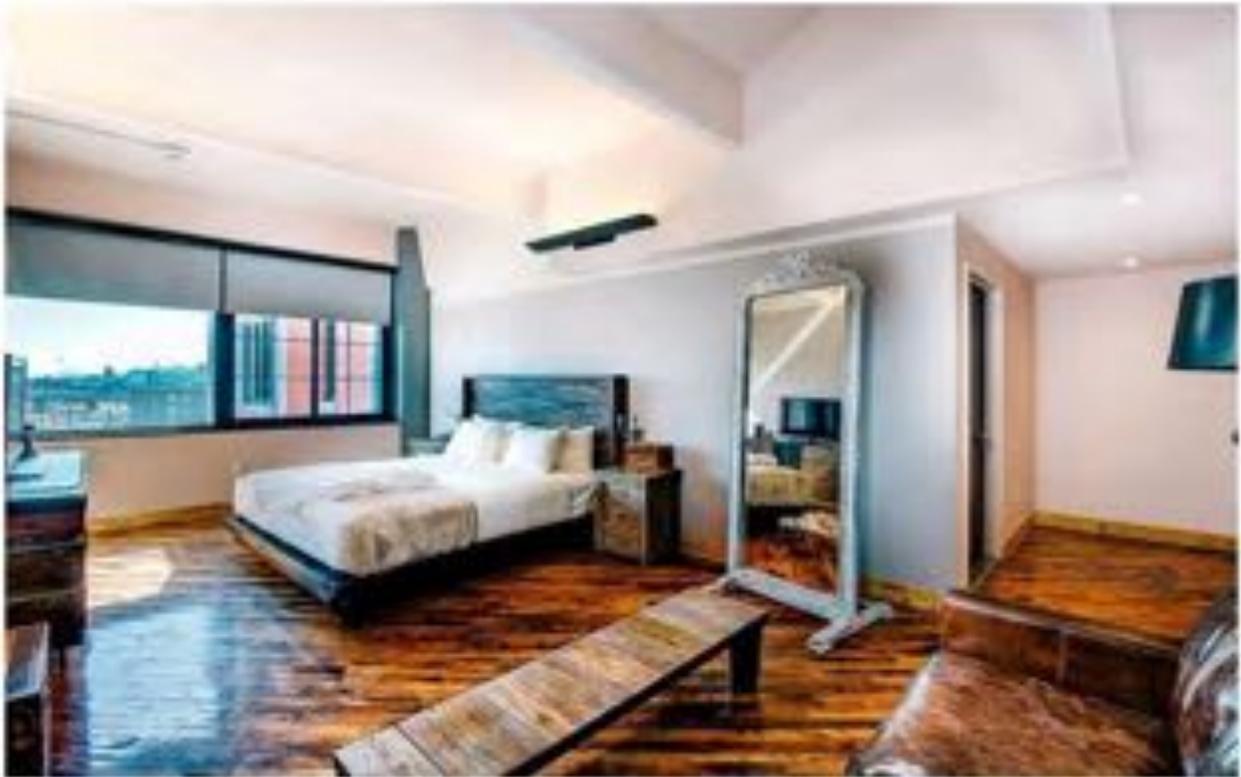
DEPARTURES

October 22, 2014

NEW IN NEW YORK

The city that never sleeps never runs out of places to sleep, either. Here, a look at recent hotel openings in New York

JoAnn Greco
22 October 2014



Insiders know that one of the best views of the Manhattan skyline is from Queens, which is where the Paper Factory Hotel has set up shop. But this Long Island City, 123-room hotel, has more to offer, such as proximity to the Museum of the Moving Image and the Isamu Noguchi sculpture garden. Its industrial vibe – exposed brick, concrete floors – echoes its previous incarnation as - you guessed it - a paper factory. Undoubtedly hipster, the hotel displays a funky variety of objects that are fun to discover and a rooftop that is ripe for skyline photo-taking. Visit [online](#)

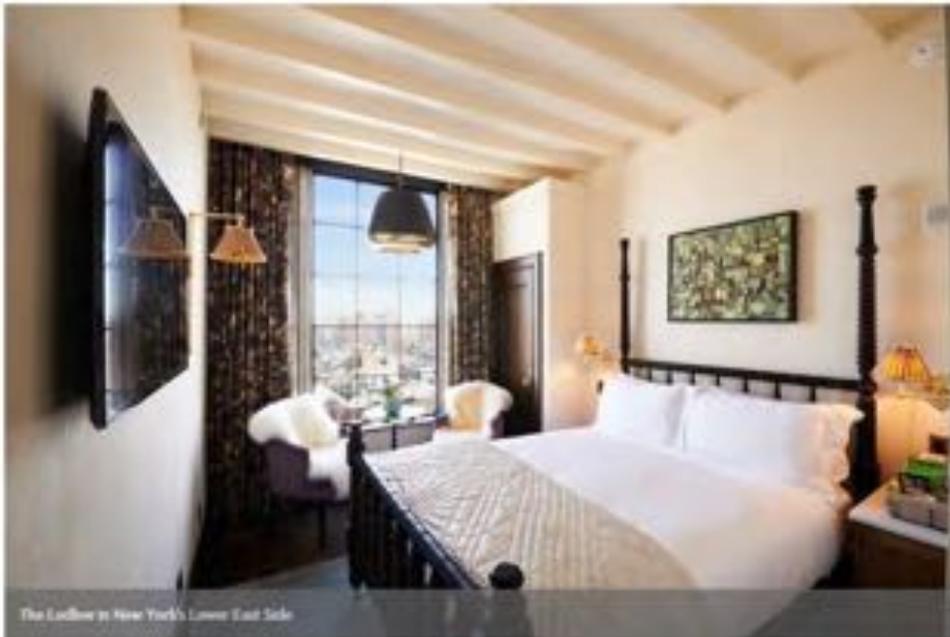
News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

50,400 unique monthly
visitors



The 180-room Archer New York opened this spring in one of the city's hottest neighbourhoods for new hotel unveilings: the Garment District. Nods to the hotel's locality show up everywhere, from the restaurant's name, **fabrick** by David Burke, to hanging textiles and menswear-inspired patterns. Luxury touches include Frette towels and bathrobes, Malin+Goetz amenities and a premium butler service that includes a set of quirky playing cards with acts of courtesy to be routinely performed by the staff. Luscious treats and free Wi-Fi are, of course, also included. [Visit online](#)



→ The newly built Ludlow finds itself in another popular hotel neighbourhood, the Lower East Side. The latest from hip hotelier Sean MacPherson, The Ludlow is a spot-on recreation of turn of the 20th century architecture, with casement windows, beamed ceilings and wide-planked wood flooring. A deliberately faded patina of age is evident in amber lighting, eclectic vintage furnishings, and washed-out fabrics. Bathrooms feature gleaming brass fixtures and black-and-white tiles. Downstairs, **Dirty French** is a happening bistro and outside an intriguing mix of trendy shops and old-world purveyors awaits. [Visit online](#)



Located on the first 25 floors of a new 90-story building on 57th Street designed by Pritzker Prize-winning architect, Christian de Portzamparc, the 210 rooms (almost half of which are suites) of the Park Hyatt New York are among the largest in town. In a style best described as cool yet elegant, rooms feature floor-to-ceiling windows, silvery stone floors, and screened-in sleeping areas. Hi-tech touches abound, from in-room iPad minis to the latest Nespresso machines. The three-story Spa Nalai is a highlight, with a 24/7 fitness centre and a pool that offers stunning views of Central Park. [Visit online](#)

Street riots are unlikely now that the gentrified neighborhood has been populated with luxury condos, Keith McNally restaurants and artisanal ice cream shops. (Il Laboratorio del Gelato, just up the street, is worth the calories.) The Ludlow's decor is a romanticized take on the glory days of the edgy Lower East Side. After a baseball-jacket-clad doorman welcomed me on a blustery November night, I found a lobby in which steel and glass doors open onto a lounge with oak-paneled walls and marble mosaic floors, antique chandeliers and a grand distressed-limestone fireplace—a look the hotel's marketing describes as "Trustafarian meets Miss Havisham." (The "living room for the neighborhood's" laptop-pecking and cocktail-sipping denizens were definitely of the trustafarian strain.)

Behind the lounge is a garden courtyard with Moroccan pendant lamps and hanging plants, which is covered for winter, so guests can enjoy their complementary continental breakfasts—abundant bagels, croissants, fresh strawberries, pots of jam and cream cheese—in the sunshine.

Upstairs, the rooms (from \$325) have a homey-industrial vibe, with big casement windows, furry throws on the chairs, handmade silk rugs and petrified-wood nightstands from Brooklyn's super-cool Organic Modernism furniture store. They also have marble-topped café tables and huge TVs (I repeatedly walked into mine) and locally sourced minibars. (My only gripe is that those minibars eat up space in the closet or on a bedside table—make sure that's your water you're sipping at 3am.) The bathrooms are lavish, with gleaming white tiles, brass fixtures, big rain showers, windowed soaking tubs (in some) and plush bathrobes and bathmats from Maison Martin Margiela. Many rooms have balconies or terraces that are big enough to dine on.

While the Ludlow is the rare lower Manhattan hotel whose rooms are stylish and comfortable enough to want to spend time in, there are compelling reasons to go downstairs. The lobby lounge has a Paris- and New Orleans-inspired cocktail menu, and the Dirty French restaurant, overseen by of-the-moment chefs Rich Torrisi, Mario Carbone and Jeff Zalaznick—sadly closed when I stayed on a Sunday—quickly became an impossible table, and the talk of New York's restaurant set. The New York Times praised the Gallic fare's "distinctly New York style and swagger."

It's a far cry from the neighborhood's knish and kielbasa days—just like the whole hotel is a big step up from the area's kitchens-in-bathtubs era.



Ann Abel

Dreamy Suites: My Top 10 Luxury Hotels of 2014



Ludlow Hotel, New York

The look of this 20-story tower—which has excellent views over the low-slung tenements below—was inspired by hotelier Sean MacPherson's nostalgia for the Lower East Side's pre-gentrification glory days. In the '80s, he says, "You had a sense something could break out any minute, whether it was street art or a riot." Neither of those seems likely these days, but the hotel is a gritty-glam homage, with arresting art and eddiball antique chandeliers in the lobby lounge, big casement windows in the loft-like guest rooms, furry throws and driftwood night tables, and a bricked-in, covered courtyard garden festooned with Moroccan globe lamps.

If it's not for everyone, it's probably for me. That's the theme I come back to every year when I think back on my travels. Every place that wowed me had a strong personality, a sense of place and a certain air of impossibility.

They didn't make *sense*, and that's what made them lovable.

I swooned for color, both literal—as with my magenta-on-magenta room at the Hotel Dorsia, in Gothenburg, Sweden, and with the sherbet-colored exteriors at Mexico's Las Alamandas—and figurative. Forget corporate hospitality design; I want eccentricity. I loved my arrival at Yemaya on Nicaragua's Little Corn Island, which required wading to shore from a water taxi, as there is no dock. At the Washington School House in Park City, Utah, I couldn't get enough of the most elegant antler chandelier I've ever seen. (*Full disclosure: Many of these hotels comped my stays.*)

Hotelier Sean MacPherson, whose new Ludlow Hotel made my list, says the best hotels have fingerprints on them—as a guest, he wants to feel the presence of a human being behind all the design decisions. These ten fit that bill.

Dorsia Hotel, Gothenburg, Sweden

There's a slightly deranged Victorian glamour hidden this corner of Scandinavia: Attendants wear cocktail dresses or vests and bow ties, big band music comes over the sound system, and even the bedroom slippers are magenta velveteen. The bedrooms and the public spaces are riots of pinks and purples, from the building's exterior to the mosaic tiles lining the bathrooms, in a look the designers say was meant to make guests think they've "ended up in the wrong century and in the home of an eccentric lady from the previous century." I'd like to meet her, whoever she is.

Las Alamandas, Mexico

One of Mexico's most enchanting, seductive small hotels, Las Alamandas is one of the handful of boho-chic hideaways that dot the Costa Alegre, an all-but-untouched stretch of Pacific coast between Puerto Vallarta and Manzanillo. The glamour and sex appeal don't wallop you as aggressively as they do at some of its neighbors. But they work their way under your skin within days, if not hours. Interior and exterior walls, cushions, bedspreads, dinnerware are Carmen Miranda pinks, oranges and buttercup yellows, fringed by riots of flowers. And with just 17 rooms spread across seven villas, the place is managed more like a private estate than a typical hotel, by a staff that gets the importance of privacy—many of the property's five beaches must be booked by just one couple at a time.

Hotel Le Toiny, St. Barth

Le Toiny is not a party hotel. It's not a family hotel (though children are welcome). It isn't a beach hotel (though it's perched picturesquely on 42 acres above one of the most popular breaks for local surfers). It's a blissful, romantic [Relais & Châteaux](#) hotel with outstanding privacy, with 15 freestanding bungalows (each with a private pool) that are far from the bustle of Gustavia and fairly distant from any neighbors. The recently renovated Restaurant Le Gaïac is its own draw, especially for festive but grown-up Sunday brunch by the pool.

Mystique, Santorini

The headwaiter at dinner summed up the appeal of Mystique: "The hardest thing you have to do here is decide whether to go by the glass or by the bottle." The look of the 35 suites, built vertiginously into one of Santorini's high cliffs on the outskirts of Ios, is pure Greek island, all whitewashed walls and soft edges, linen textiles and driftwood accents—and terrific ocean views from their terraces, which are set up for alfresco breakfasts and afternoon sunbathing. The vibe is deliciously mellow (helped by a minimum age of 14), and the service is as warm as the sunshine.

Yemaya Island Hideaway, Little Corn Island, Nicaragua

There's something irresistible about a hotel where no one dresses up for dinner but everyone kicks off their shoes in the dining pavilion. The new eco-chic Yemaya is that kind of place. The 16-cabana resort is laid-back but quietly luxurious, flash-free but impeccably executed, and the first stylish place to stay on the Little Corn Island, a tiny speck about 43 miles from Nicaragua's east coast. The owner also has properties in Tulum, and he brought a Tulum-like sensibility here, with a serious yoga program and delicious, wholesome food grown onsite and cooked by a Thai chef—but without the crowds or the scene.



Ludlow Hotel, New York City

The look of this 20-story tower—which has excellent views over the low-slung tenements below—was inspired by hotelier Sean MacPherson's nostalgia for the Lower East Side's pre-gentrification glory days. In the '80s, he says, "You had a sense something could break out any minute, whether it was street art or a riot." Neither of those seems likely these days, but the hotel is a gritty-glam homage, with arresting art and oddball antique chandeliers in the lobby lounge, big casement windows in the loft-like guest rooms, furry throws and driftwood night tables, and a bricked-in, covered courtyard garden festooned with Moroccan globe lamps.

Washington School House, Park City, Utah

Lots of places base their marketing around “Old school is the new cool.” Few get to mean it as much as this cozy hotel in downtown Park City, which was built as a school in 1889 to educate the children of silver and copper miners. After a down-to-the-studs renovation several years ago, the hotel is a charming mix of the Old West and contemporary refinement. The 12 rooms have judiciously employed antiques and eye-winking old-school devices like wall-mounted fans. Bedroom floors are beautiful reclaimed oak barn wood, and bathrooms are seas of marble. The hotel serves daily breakfast and can do a mighty fine dinner if you request in advance, in a beguiling living room with an antique fireplace, an ornate mirror and my favorite antler chandelier in the West, painted flat white and hung with glass pendants.

Oyster Bay Hotel, Dar es Salaam, Tanzania

The Tanzanian capital is hardly a draw, but the Oyster Bay Hotel makes the pre- and post-safari stopovers something to look forward to, not just endure. Furnished like a private home—really—by a couple with outstanding eyes for gorgeous pieces from across Africa, the hotel has eight spacious suites with ocean views. Outside, there’s a covered veranda, inviting gazebo and swimming pool in a private courtyard, making it a welcome refuge from the chaotic traffic and stifling heat of Dar. At the informal restaurant, there are no menus. The manager simply asks arriving guests when they’d like to dine and on what—“is lobster all right?” (Yes, it is. More than all right.) Then the kitchen turns out simple, delicious fare that’s more than welcome after or before 16 hours of airline meals.

May 5, 2014

Opening Soon: The Ludlow on the Lower East Side

By AnneLise Sorensen, May 5, 2014



0



0



0



The hotel dream team strikes again. Sean MacPherson ([The Jane](#), [The Bowery](#), [The Mariton](#), [The Maritime Hotel](#)) along with hotelier duo Richard Born and Ira Drukier ([Pod Hotels](#), [The Greenwich Hotel](#), [Mercer Hotel](#)) are opening [The Ludlow](#) hotel in the Lower East Side in June 2014.



The Ludlow (Photo: Courtesy of The Ludlow)

The hotel doesn't just reflect the neighborhood's evolving history — it's a part of it. The solid brick building had been abandoned by its original owners after the financial downturn, and MacPherson, Drukier and Born stepped in to develop it.

The Lower East Side is a natural fit for MacPherson, whose hotels are inspired by a neighborhood's history and traditions. MacPherson first visited the LES in the 1980s: "Along with layers of history, there was a grittiness and nervous energy," he says. "You had a sense something could break out any minute, whether it was street art or a riot. I'd come from L.A., and there was nothing like it."

That LES "energy" is evident throughout the hotel. The handsome rooms — a total of 184, including 20 suites — have hardwood floors, Moroccan lamps and "tree-trunk" nightstands from Brooklyn's Organic Modernism, plus the requisite upscale amenities, like high-thread-count sheets and designer bath products (in this case, by Red Flower).

The lobby atrium is the hotel centerpiece, with oak-paneled walls, marble floors and a limestone fireplace that is being marketed as "trustafarian meets Miss Havisham," MacPherson says. "We'd like to function as a living room for the neighborhood." Considering the hang-out popularity of his other hotels, this will probably happen quickly.

The same can be said for the hotel's new restaurant, Dirty French, the first French restaurant from Major Food Group (helmed by Mario Carbone, Rich Torrisi and Jeff Zalaznick), which operates lots of buzzy spots around NYC, including [Torrisi, Carbone](#) and [Parm](#). Even so, there's nothing like a smoked-fish bagel and a knish or two from [Russ and Daughters](#) and Yonah Schimmel, which are steps away.

October 29, 2014

10 NEW HOTELS FOR YOUR NEXT NYC STAY

October 29, 2014 11:00 am

[Post a comment](#)



3 of 12

THE LUDLOW

Hip hotelier Sean MacPherson opened [The Ludlow](#) on the Lower East Side with 184 bright, open rooms. Factory-style windows and custom furnishings, like Portuguese-style four-poster beds and nightstands made of petrified wood, from local Brooklyn outfit Organic Modernism, characterize the décor. The bathrooms feature authentic subway tile with brass fixtures, marble sinks, mosaic tiling, and a standup shower and bathtub. Bath products are custom-made by local Red Flower, and the plush bathrobes and Persian rug trompe-l'oeil bathmats are from Maison Martin Margiela. The minibars are stocked with gluten-free options. Retreat to the lounge with a roaring limestone fireplace for a hot toddy, or join the late-night crowd at the hip on-site bistro, [Dirty French](#).

Plan Your Trip: Visit [Fodor's New York City Travel Guide](#)

LESS



Photo Credit: Anne Schlichter

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

2,671,550 unique monthly visitors

GUEST *of a* GUEST

April 18, 2014

THE GOFG BUZZ: 5 THINGS EVERYONE IS TALKING ABOUT THIS WEEK

4. THE LUDLOW HOTEL



The Lower East Side has always been the coolest hood in the city and its rock star spirit is definitely being channeled by the new hotel and hot spot, The Ludlow, now in its final stages of development. We already know that there will be sweeping skyline views, handpicked downtown-cool decor, and an eatery aptly named "Dirty French," no doubt a shout out to the characteristic "grittiness and nervous energy" of the L.E.S. as described by hotelier and co-owner, Sean MacPherson. We've been excited about the launch for

months and have already heard a bunch of buzz about the opening, so stay tuned!

**Disclaimer: the owner of the site, Rachelle Hruska, is married to the Ludlow owner Sean MacPherson.*



[Photos courtesy of The Ludlow Hotel]

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

690,404 unique monthly
visitors



REFINERY29

September 7, 2014

11 Fashion Editor-Approved Spots To Hit During NYFW

180 SHARES



0 COMMENTS

SEE ALL SLIDES



SEP 7, 2014 11:00 PM
ERIN CUNNINGHAM

Whether you're a part of the action or not, Fashion Week practically takes over New York City twice a year. There are street-style photographers outside your favorite coffee shop and too much traffic basically everywhere. Restaurants and bars seem to be dominated with leggy models and an influx of show-going celebrities. It's a little like Christmastime in the city, except instead of Santa Claus we have Diane Von Furstenberg, and instead of a sleigh full of reindeer there are Ubers and black cars and SUVs — oh my!

While there are the usual suspects of restaurants, bars, hotels, and nightclubs that are sure to be on the fashion pack's agenda and Instagram feeds this week, we decided to go in search of a few more under-the-radar picks that are editor-approved and super chic. Click through to see 9 exciting spots we plan to be frequenting during NYFW and beyond!



News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

6,134,719 unique monthly visitors

The Hotel Bar For The Style Set: The Lobby Bar at The Ludlow

Between the opening of the Lobby Bar and Dirty French, The Ludlow hotel on the Lower East Side is the hot new locale of the season. The bar, opened by the restaurant-famous Torrisi team, boasts an extensive cocktail menu — with funky names like Muddy Water and Figalle — and cozy, oversized leather chairs well-suited to downing a night cap. Afterwards, go ahead and rent a room upstairs in one of the hotel's hip suites — we won't blame you.



PHOTO: JACOB SNAVELY/THE LUDLOW

The Ludlow, 180 Ludlow Street (between Houston and Stanton streets); 212-432-1818.

The best new boutique hotels around the world

ARCHITECTURAL DIGEST By Andrew Sessa • Published December 29, 2014

f 10 t 73 e p

3. The Ludlow, New York City



Holiday travel is a time to get a little more indulgent with your accommodations. 'Tis the vacation season, so why not treat yourself to a boutique hotel with a little more to offer than your average hotel?

If you're booking upcoming travel in any of these countries, whether it be last minute for the Christmas holiday or something to officially kick-off 2015 in January, be sure to consider some of these new boutique hotels for your stay. From Barcelona to Beijing, these are the best of the best, so get ready to be truly amazed.

Fresh off the success of his nearly year-old Marilton hotel, near New York City's Washington Square, Sean MacPherson—the hotelier-designer behind such quintessentially downtown stays as the Bowery, the Jane, and the Maritime—has partnered with developers Ira Drukier and Richard Born (of Soho's Mercer and Tribeca's Greenwich hotels) to open the Ludlow on the Lower East Side street of the same name. With an eye toward the neighborhood's gritty past, as well as its current cultural and high-fashion cachet, the owners aimed to create a rough-luxe stay that feels quirky but comfortable and bohemian but sophisticated. The Ludlow fills a neighborhood-appropriate solid-brick building whose façade is punctuated by factory-style casement windows, its 184 city-view rooms and suites and its light-filled lobby-atrium mixing decor both artisanal (pendant lamps from Morocco, tree-trunk nightstands from Brooklyn's Organic Modernism furniture company) and industrial (glass-and-steel front doors, exposed wooden ceiling beams). Also of note? Maison Martin Margiela bathrobes, and the hotel's forthcoming restaurant, Dirty French, a new avant-garde Gallic venture from the chef-restaurateurs behind Italian hot spots Parm, Torrisi Italian Specialties, and Carbone From \$295/night.



April 23, 2014

Wednesday, April 23, 2014

The Ludlow Hotel to Open on the Lower East Side in June



After feasting on my favorite pastrami and rye in Manhattan, at Katz's Deli, or downing the herring and lox at the century-old Russ and Daughters, I'm happy to know that I now have a place to nap nearby at The Ludlow Hotel. The location

couldn't be better for checking out downtown. A stone's throw from Houston Street and an easy walk to the East Village, Little Italy, and Chinatown, the lodging will open in June and features 184 and 20 suites. Sean MacPherson, Ira Drukier, and Richard Born are the powerhouse trifecta behind the new property. Drukier and Born are responsible for NYC's successful Pod Hotels, The Greenwich Hotel, and the Mercer Hotel, among many others. MacPherson is co-owner of The Marlton, The Bowery Hotel, The Jane Hotel, and The Maritime Hotel. Don't miss the chance to stroll through the Lower East Side, where my grandfather, Sam Rieger, worked during the Depression selling shoes on Delancey Street. Take one of the tours at the Tenement Museum, grab a sour dill from the Pickle Guy at the corner of Essex and Grant, and then check out my favorite candy store in the world, Economy Candy (108 Rivington Street). An incredible variety of candy, including favorites from my childhood, like Mike and Ike's.

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

AİSHTI BLOG

May 12, 2014

THE LUDLOW'S LOWER EAST SIDE DEBUT

MAY 12, 2014 | LIFESTYLE, NEW YORK



Three famed New York hoteliers are making their mark on [New York's Lower East Side](#) with a new 184-room hotel, [The Ludlow](#). Placing an emphasis on eccentric touches that reflect the neighborhood's colorfully bohemian background, the hotel aims "to function as a living room for the neighborhood." With city spots like Katz Deli, legendary smoked-fish emporium Russ & Daughters and the Williamsburg Bridge only a short walk away, it's the perfect place to drop your bags and get acquainted with one of New York's most vivid areas.

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

November 19, 2014

NOVEMBER 19, 2014 6:10 PM • LOG IN • REGISTER

What Polar Vortex? Warm Up At These Hot NYC Hotel Havens

From ground-floor lobbies to sky-high rooftops, seek lodging solace

by Kimberly Wilson Posted: November 19, 2014



25



12



0



A- A A+



Just because winter weather has graced us with its presence doesn't mean your social life has to end. In the city that never sleeps there's always a new, bustling event or attraction to attend. But if you are visiting the city or you just want to take a break from the nightlife, why not warm up at one of these hot hotels? From ground-floor lobbies to sky-high rooftops, guests and locals alike can seek solace, warm up, and enjoy the decadent fireplace.

Whether you're looking for a new workspace with a view, a meeting spot with friends over cocktails, or a place to simply unwind after a long day of shopping, BlackEnterprise.com has narrowed down the top choices.

The Ludlow Hotel



The Lobby Lounge & Garden at The Ludlow Hotel functions as the neighborhood living room with its grand-distressed limestone fireplace, oversized chandeliers, and communal, vintage furniture. The cozy lounge includes an all-season "secret" garden and lobby bar with a cocktail program by Major Food Group's resident bartender, Thomas Waugh, who takes inspiration from the legendary cocktail parlors of Paris and New Orleans, as well as spice-driven flavor profiles and provocative twists that give a nod to the Lower East Side. Both guests and locals can use the venue as a casual workspace by day, and enjoy a seasonal libation, like the Muddy Water, prepared with Powers Irish Whiskey, cumin-infused Sazerac Rye, Amaro Nonino, bitters, and Absinthe Rince, by night. For more information, go to www.ludlowhotel.com.

The Maritime

The lobby of the Maritime Hotel in Chelsea features a handmade steel fireplace with a pearl finish, surrounded by imported Mexican tile and handmade terrazzo. Two blue leather chairs face the hearth, creating a nook for couples in this nautical-themed modernist landmark. The Maritime's fireplace complements the lobby's cool, serene ambiance. The full menu from the on-site restaurant, La Bottega, is available in the lobby. It offers seasonal dishes like shrimp risotto or butternut squash ravioli in a brown butter sage sauce, or enjoy a signature fall cocktail like the warm spiked cider or Assaulted Caramel with Stolé Apple Vodka, Godiva Liqueur, Tuaca & salt rim. For more information, visit www.themaritimehotel.com.

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

1,216,973 unique monthly visitors

BlackBook

September 6, 2014

H&M x Liberty Prints at The Ludlow — See It Here Before You Shop
Fashion | By Vince Patti | September 6, 2014



Niclas wears H&M x Liberty. Photographed by Adeline Mai.

Since 1875, Liberty has been producing printed fabrics in the heart of London's Regent Street. Liberty's floral, graphic, and geometric prints have stood the test of time — from the Victorian era to the '60s psychedelic rock scene — and they still remain as relevant and stylish as ever.

Need further proof? Check out these photos by photographer Adeline Mai, who shot Niclas Nilsson (Request Models) in the **H&M x Liberty capsule collection**. Check out the looks, and then check out the shopping situation in stores this week.



News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

43,169 unique monthly
visitors



*Photographer: Adeline Mai
Fashion Editor: Vince Patti
Grooming: Mariko Hirano*

Thank you to [The Ludlow](#) for allowing us to shoot in your beautiful new hotel.

October 6, 2014

Отель The Ludlow в Нью-Йорке



В Нью-йоркском районе Нижний Ист-Сайд открылся новый отель **The Ludlow**. Раньше кирпичное здание со створчатыми окнами принадлежало финансовой компании, но компания обанкротилась и спешно выставила здание на продажу.



Американские отельеры, во главе с Шоном Макферсоном, не растерялись и сразу же приобрели здание, чтобы открыть в нем эlegantный отель. Деревянные дубовые стены, мраморный мозаичный пол и старинный камин встречают гостей в лобби отеля.

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS227,840 unique monthly
visitors



“Мы постарались вспомнить, как раньше выглядели холлы отелей. Это были места встречи творческих людей, где тихие посиделки могли запросто закончиться шумной вечеринкой. Это были городские точки притяжения для успешных и интересных людей”, – рассказывает один из основателей отеля, Шон Макферсон. – И мы очень хотим, чтобы у отеля The Ludlow был такой же характер”.



Через большие окна на первом этаже видно террасу, расположенную во внутреннем двореке. Не многие отели на Манхэттене могут похвастаться таким бонусом.

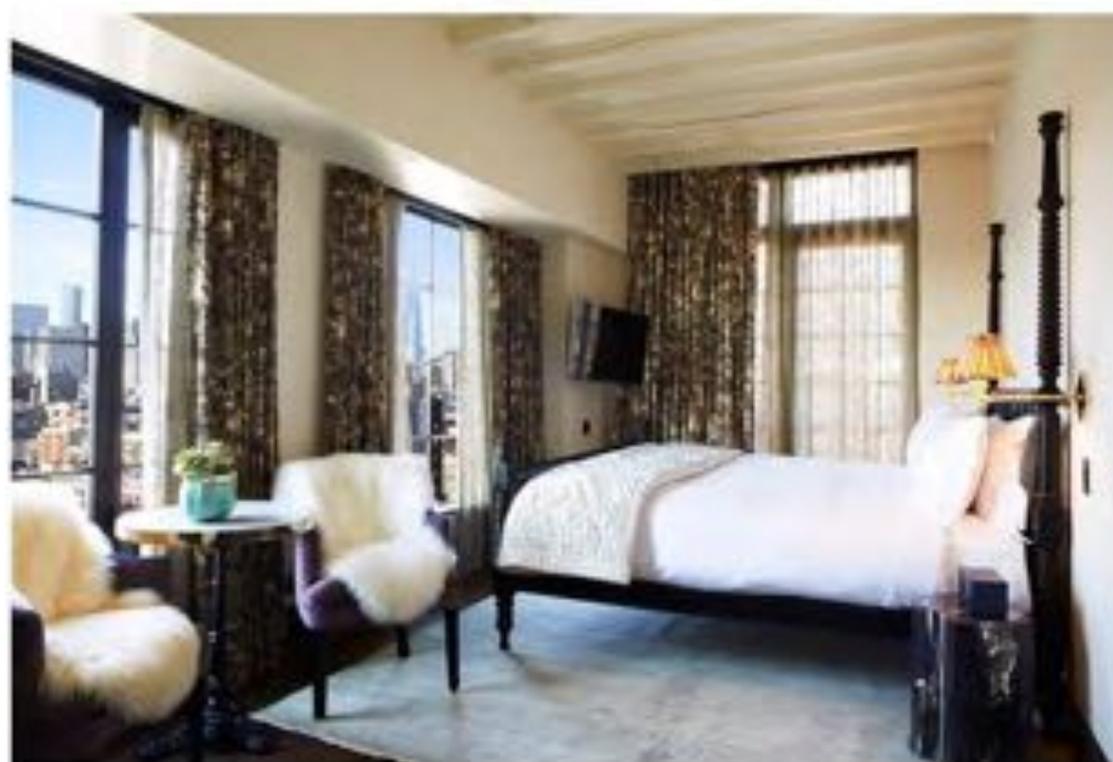




Кресла с бархатной обивкой и мраморный столик появились в номерах с прицелом на любителей винтажных находок на антикварных рынках Манхэттена.



Из приятных мелочей The Ludlow предлагает своим гостям итальянское постельное белье Bellino Fine Linens, люксовую косметику Red Flower, органические напитки в баре и ваннные аксессуары от Maison Martin Margiela.





Текст: Татьяна Шаранова

LOCATION SCOUT

10 New Venues in New York for Winter Meetings and Events



8. The Ludlow

The Ludlow, an 184-room hotel from Sean MacPherson, opened in June on the Lower East Side. The property's Lobby Lounge & Garden mixes downtown edge with glamour through elements such as vintage furniture, Moroccan rugs, exposed brick, and a limestone fireplace. The ground-floor restaurant, Dirty French, is from the buzzed-about team of Mario Carbone, Rich Torrisi, and Jeff Zalaznick and opened in September.

Photo: Annie Schlechter

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

844,875 unique monthly
visitors

April 17, 2014

CALL SHEET



April 17, 2014: Ford Assembles Car Atop Empire State Building, Top Marketing Trends at Summer Music Festivals, Jay Z Expands Music Fest to L.A.

By Beth Kormanik Posted April 17, 2014, 8:22 AM EDT

NEW YORK: The Ludlow Hotel, a 184-room hotel from Sean MacPherson and partners on the Lower East Side, is slated to open in June. Dirty French, the ground-floor restaurant helmed by Mario Carbone, Rich Torrisi, and Jeff Zalaznick, will feature the chefs' take on French cuisine.

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

96,474 unique monthly
visitors

Wallpaper*

*THE STUFF THAT REFINES YOU

September 13, 2014

Best Urban Hotels 2014: the shortlist

TRAVEL / 13 SEP 2014 /



The Line Hotel in Los Angeles is one of the hotels in the running for our Best Urban Hotels awards

It is no hyperbole to state that we are the most well travelled generation in history. So much so that it's no longer uncommon to jump on a transatlantic flight from Paris to New York for a weekend break. Some might even fly from Singapore to Melbourne for dinner.

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

790,591 unique monthly visitors



The Ludlow, New York, US

15 OF 136

The Ludlow is another hotel in the hospitality portfolio of Sean MacPherson and BD Hotels (see the Marilton Hotel next), though it's their first in the city's Lower East Side. Once a derelict building abandoned in the 1980s by its original developers after the financial crash, MacPherson saw potential in its solid red brick façade and factory casement windows and rescued it, transforming it with steel and glass doors, marble mosaic floors and a grand limestone fireplace in the lobby. The ground floor entrance leads straight through to a rear courtyard, a rare amenity in Manhattan.

Opening Date: June 2014; Rates: From \$295

Address: 180 Ludlow Street; tel: 1.212 432 1818; www.ludlowhotel.com





BEDFORD + BOWERY

September 24, 2014

SEPTEMBER 24,
2014
1:30 PM
BY DANIEL
MAURER

OPENINGS

Here's What the Ludlow's Lounge Looks Like Now That Its Fireplace Is Blazing



The lobby lounge. (Photos: Annie Schlechter)



Back when we **spent a night** at the new Ludlow Hotel, the restaurant was a construction site and the lounge was off-limits. But now that **Dirty French** has opened and the lobby lounge's limestone fireplace (described in a press release as "Trustafarian meets Miss Havisham") is blazing, reps for team Sean MacPherson, Ira Drukier and Richard Born have sent over some updated images.

It seems only fair to post them — we recently chilled by that fireplace and it's definitely a solid winter option (*if someone else is paying for your **\$16 cocktails***). Don't take our word for it — just yesterday we spotted Sarah Silverman outside of the Ludlow's sister, the Bowery Hotel (and we **weren't the only ones**).

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

33,748 unique monthly
visitors



Seating by the fireplace.



The back garden.



The hallway.



The bar.

COOL HUNTING

July 9, 2014

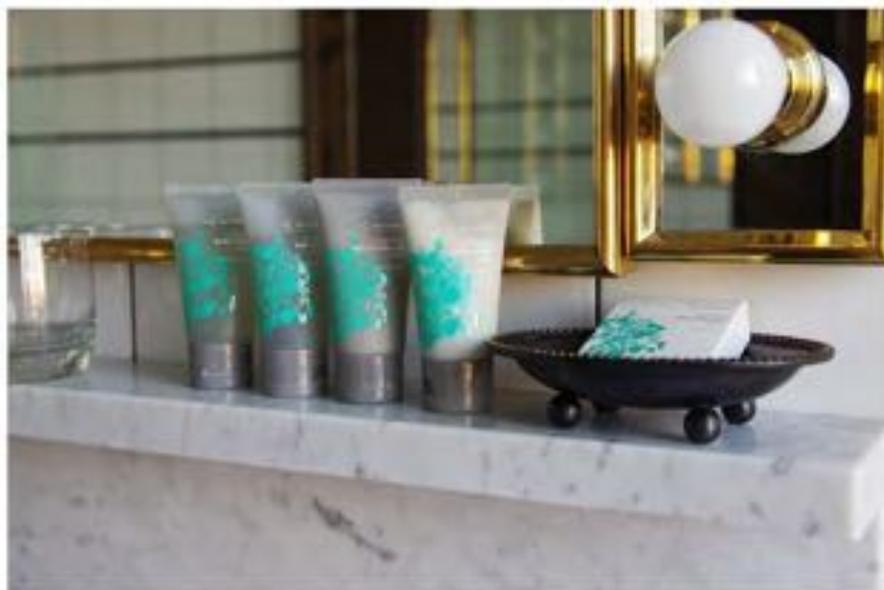
A Night at The Ludlow Hotel, NYC

This Lower East Side venue's opulent bathrooms make for the perfect staycation

by Nara Shin in Travel on 09 July 2014



Forget making the two-hour trek to the Hamptons or upstate New York along with the mass of people with the exact same plan. Instead, why not consider treating yourself to a staycation in NYC: when you want to escape the hubbub and the heat, the newly opened **Ludlow**—from the hoteliers behind the Jane, the Marlton, the Bowery and more—is an epicurean option and at a lower price during the months of its soft opening.



News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

416,735 unique monthly
visitors

Situated across the street from historic Katz's Delicatessen, the hotel has camouflaged itself among the grungy bars, independent boutiques and small, diverse dining spots in the the Lower East Side neighborhood. The hotel is still in the midst of finishing up construction on the ground-floor lounge (whose garden patio looks extremely promising) as well as the restaurant, but the building is overall quiet and serene.



The interior furnishings are minimal, like the petrified tree stumps from Brooklyn's **Organic Modernism** in lieu of traditional bedside tables; but the hotel's pièce de résistance are its bathrooms, particularly the ones found in the Loft Queen rooms, which have a separate bathtub and rain shower—not to mention, a humongous window. The space, embellished with golden brass fixtures and a Hollywood-style vanity mirror, is stocked with amenities from NYC-based **Red Flower** (a company that is serious about their natural, environmentally responsible formulas) and bathrobes from experimental fashion house **Maison Martin Margiela**. Forget packing clothes; a six pack of cold beer and some **luxe bubble bath** is all that's needed to complete the bathroom's transformation into a DIY spa. And if you're in an east-facing room (with nary a high-rise in sight), it's easy to forget—if for a moment—that you're in the city.



This summer, soft opening rates at The Ludlow start at \$165 with the aforementioned Loft Queen rooms going at \$245. The hotel will switch to its standard rates once construction on the ground floor is complete and the restaurant, Dirty French, opens—in late August or early September. To book a reservation and find more information on rooms and rates, visit their **website**.



April 16, 2014

COMING ATTRACTIONS

Ludlow Hotel to Debut in June After a Decade of Development

Wednesday, April 16, 2014, by Zoe Rosenberg



LOWER EAST SIDE

100 LUDLOW STREET

COMING ATTRACTIONS

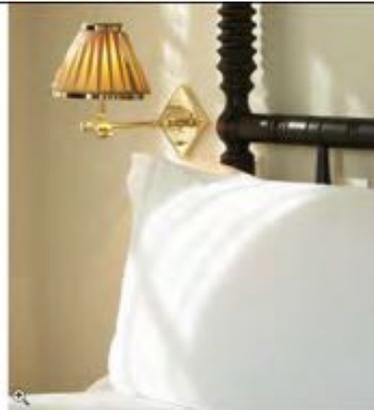
SEAN MACPHERSON

THE LUDLOW HOTEL

COMMENTS



Almost a decade in the making, The Ludlow Hotel will finally, at very long last, **open its doors in June**. Lead by hotelier Sean MacPherson and developers BD Hotels, the **184-room lodging** aims to capture "the vivid history and gritty, urban charm of the iconic [Lower East Side] neighborhood" it's in. Part of the reason the site is so long in the making is that it was abandoned by its original developers after the financial crash; but the weathered team who picked it up have a history of success with MacPherson's New York strongholds the Bowery and the Jane. Along with its aesthetic of brick and casement windows which "fit seamlessly onto its historic block," the team is hoping that the hotel's ground floor space will become an extension of the area, a living room to the neighborhood, so to speak. The hotel will have **20 suites** with nine configurations, from a "rockstar" suite with wraparound windows and a 1,100-square-foot terrace to a "skybox loft" with a sitting area and expansive views of downtown, says Bowery Boogie.



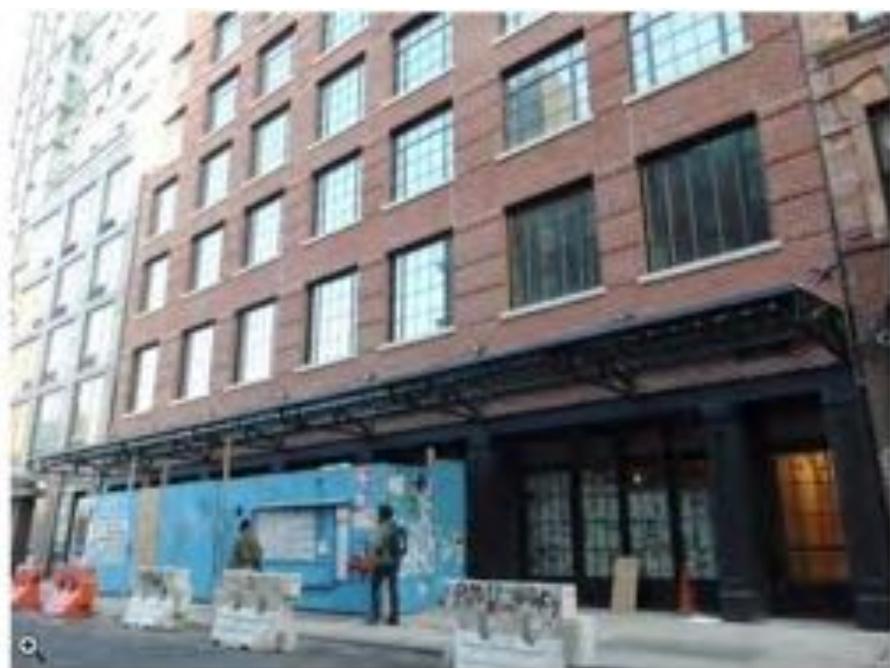


Image via Bowery Boogie

Many of the touches throughout the hotel are hand-picked by MacPherson. In the guest rooms, "hardwood floors and handmade silk rugs complement artisan-crafted Moroccan pendant lamps and Indo-Portuguese style beds. 'Tree-trunk' nightstands in petrified wood come from Brooklyn furniture temple Organic Modernism." Additionally, bathrooms will feature mats by Maison Martin Margiela. "Between two plush upholstered chairs," the press release reads, "a marble-topped bistro table in each room **feels like a lucky find** you might nab at one of Manhattan's antique flea markets." The hotel will also bring the new eatery **Dirty French** to the neighborhood.

- Sean MacPherson's Ludlow Hotel to Offer 'Rockstar' Suite and 'Skybox Loft' [BB]

- I surfed Hotel (official)

May 10, 2014

Travel agenda: From Camper's new sunglasses to English Wine Week and Tenerife Walking Festival



Where to go and what to know

1. Bed down

New York-based hotelier, Sean MacPherson (The Bowery, Jane and Marilton) will launch The Ludlow in Manhattan's Lower East Side next month. The 184-room hotel will feature a Dirty French restaurant inside its 20-storey, red-brick building, with a lobby-bar and courtyard.

ludlowhotel.com

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

1,879,381 unique monthly visitors

Ads by Google

Ford® Fusion Deals
Price & Customize a
Fusion. Visit a Local Ford
Dealer Now!

www.yourtristateforddealers.com

Have a New Business?
Start generating
publicity and attracting
customers-Join Free!

proweb.com

Truck Bed Liners Sale
Top Offers, Deals &
Services Save Big On
Truck Bed Liners

shopcompare.net/Truck-Bed-Liners

2. Flight time

A new manual, published by Haynes, goes behind the scenes at Heathrow. Looking at the logistics of moving 70 million passengers through the airport each year, as well as a resident population of 76,000 employees, it lists facts and figures that reveal how one of the world's busiest transport hubs functions; £21.99.

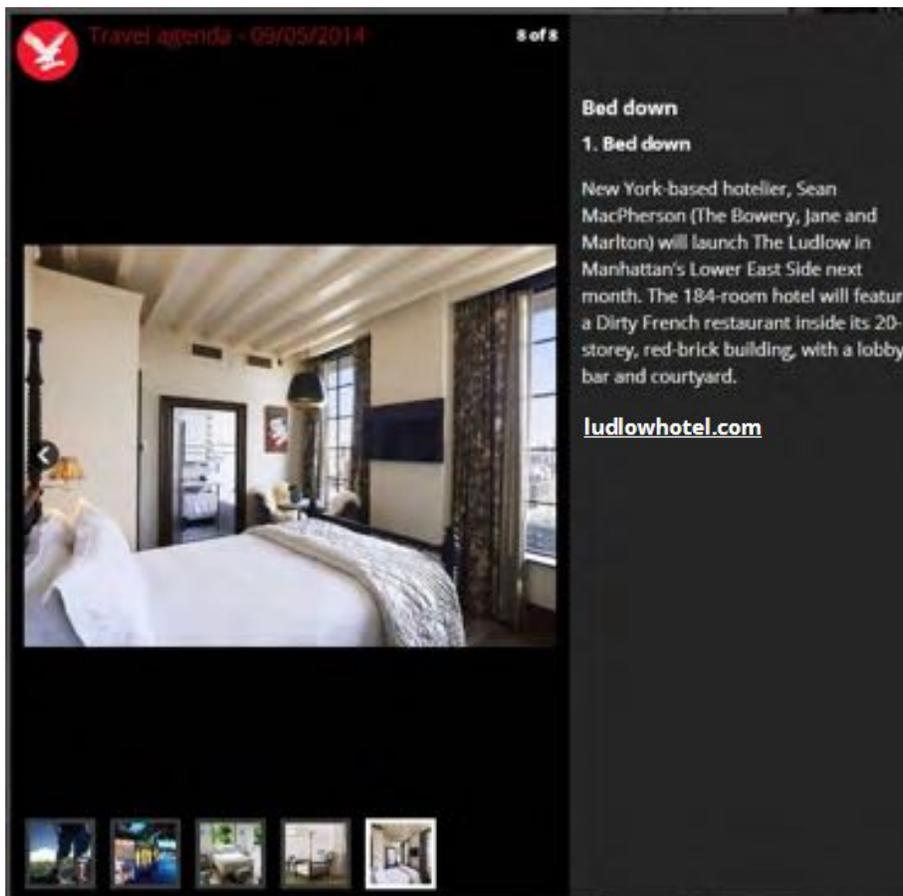
haynes.co.uk/heathrow

3. In shade

Camper's new spring collection of Eclipse sunglasses is inspired by the Balearic island of Mallorca. Designed in

collaboration with Oki Sato – co-founder of the Japanese design firm Nendo – the shades come in three different colour combinations. From £130.

camper.es



Travel agenda - 09/05/2014 8 of 8

Bed down

1. Bed down

New York-based hotelier, Sean MacPherson (The Bowery, Jane and Marlon) will launch The Ludlow in Manhattan's Lower East Side next month. The 184-room hotel will feature a Dirty French restaurant inside its 20-storey, red-brick building, with a lobby-bar and courtyard.

ludlowhotel.com

The screenshot shows a mobile application interface. At the top, there's a red circular logo with a white bird and the text 'Travel agenda - 09/05/2014' and '8 of 8'. Below this is a large image of a hotel room with a bed, a desk, and a window. To the right of the image is a text block titled 'Bed down' with a sub-heading '1. Bed down'. The text describes the launch of The Ludlow hotel in Manhattan. At the bottom of the screen, there is a horizontal row of five small thumbnail images showing different hotel rooms or amenities.

4. Drink up

As part of English Wine Week (24 May to 1 June), the Three Choirs Vineyard, Gloucestershire, is offering winemaker-led tours, explaining the harvesting process, pruning techniques and why they're so vital to healthy vines. Crucially, the tour ends with a tasting. Tours depart on 27 and 29 May at 11am; £19.50pp.

three-choirs-vineyards.co.uk

5. Canary call

Registration has opened for the first Tenerife Walking Festival, which will take place from 10-14 March, 2015. Ramblers will hike amid the island's diverse scenery with a programme of 15 guided walks and fringe activities, such as star-gazing, on offer throughout the five-day event.

tenerifewalkingfestival.com

6. Brazil bound

A new website guides users around a collection of Brazilian hotels. Options range from the homely-and-accessible Pousada Do Sandi in Paraty (\$144/£95) to the blow-the-budget Insolito Boutique in Buzios (\$407/£270). Others score highly for their location: see Hotel das Cataratas, above Iguacu Falls (\$381/£250).

escapecollection.com

7. Mex appeal

Hotel La Semilla is a new nine-bedroom B&B on Mexico's Caribbean coast. Located in a quiet part of Playa del Carmen, it features vintage-styled interiors with antiques sourced from flea markets. There's also a roof terrace with views of the sea.

hotellasemilla.com

8. Sea more

Bookings have opened for The Norman in Tel Aviv. The new hotel in Israel's cosmopolitan Mediterranean city has been converted from two heritage houses, within the Unesco-listed "White City" area, comprised of 4,000 Bauhaus-style buildings. Opening in August, it will feature a rooftop pool and a free shuttle to the beach.

thenorman.com

May 20, 2014

Ludlow New York City

LUDLOW ARRIVES IN LES

BY ANNELISE SORENSEN, MANAGING EDITOR & WRITER

MAY 20, 2014



The Jane in the West Village. The Bowery on the Bowery. The Maritime in Chelsea. Sean MacPherson's NYC hotels have become such a fixture in their neighborhoods that it's hard to imagine one without the other. And now, MacPherson is moving in to the LES, with [The Ludlow](#) opening in June.

The Ludlow doesn't just reflect the LES's evolving history – it's a part of it. The sturdy brick building had been abandoned by its original owners a couple of years back, and MacPherson, along with the hotel dream team of Ira Druker and Richard Born (Pod Hotels, The Greenwich Hotel, Mercer Hotel), stepped in to develop it.

MacPherson first visited the LES in the 1980s: "Along with layers of history, there was a grittiness and nervous energy," he says. "You had a sense something could break out any minute, whether it was street art or a riot. I'd come from L.A., and there was nothing like it." (Some would say there still isn't.)

News from...

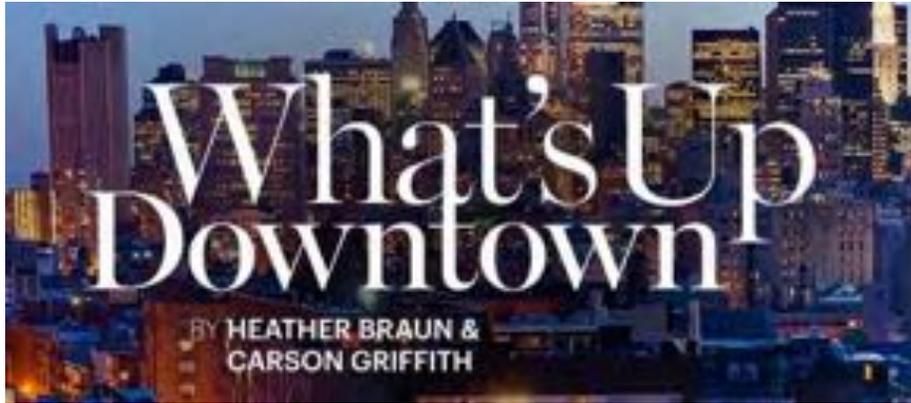
NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

21,214 unique monthly
visitors

The Ludlow's rooms – which number 184, including 20 suites – have that bohemian MacPherson stamp: hardwood floors, fringed Moroccan lamps and 'tree-trunk' nightstands from Brooklyn's Organic Modernism, plus the requisite upscale amenities, like high-thread-count sheets and designer bath products – in this case, by a Galavante favorite, [Red Flower](#). The lobby atrium is the hotel centerpiece, with oak-paneled walls, marble floors and a limestone fireplace that hotel PR describes as 'trustafarian meets Miss Havisham.' (The trustafarian part dictates the cocktail prices.) Says MacPherson, 'We'd like to function as a living room for the neighborhood.' Considering the popularity of his other hotels, this will probably happen pretty quickly.

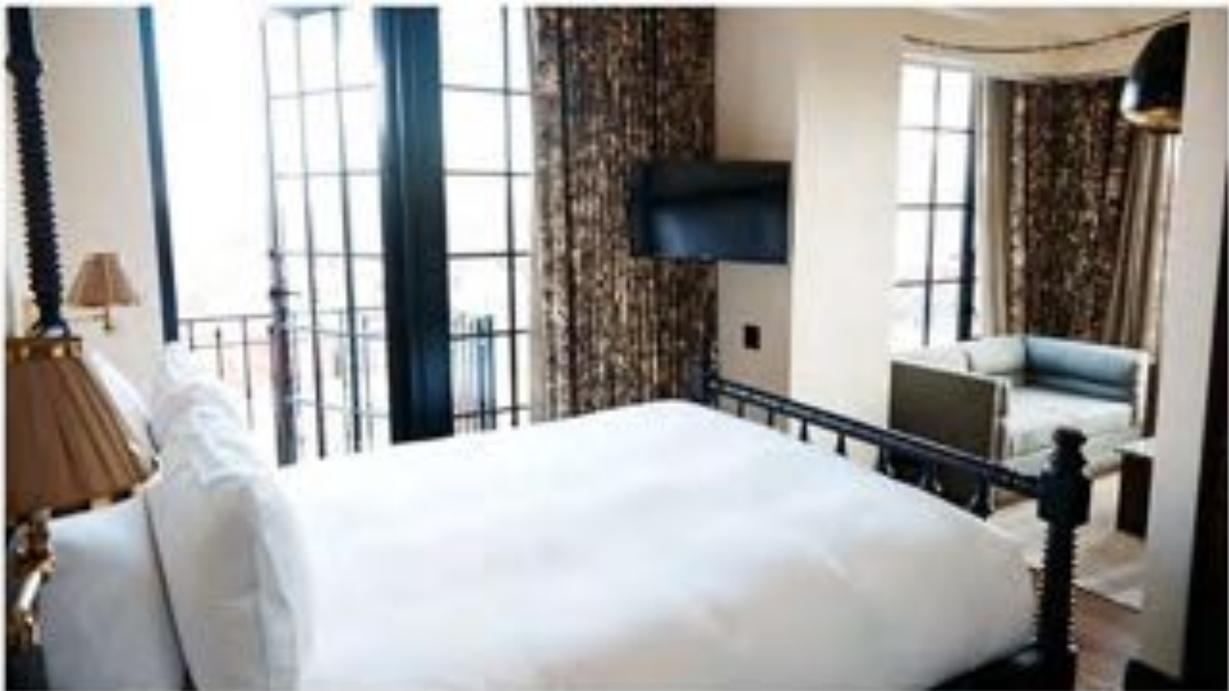
The same can be said for the hotel's new restaurant, **Dirty French**, the first French restaurant from Major Food Group (by Mario Carbone, Rich Tomsz and Jeff Zalaznick), which operates lots of buzzy spots around NYC, including Tomsz and Parm. Even so, there's nothing like some smoked fish and a knish at Russ & Daughters and Yonah Schimmel, which are just down the street.

(Photo courtesy of The Ludlow)



Where to eat, drink and rock out in NYC right now

RL Magazine may call New York home, but to plan a trip for our out-of-town readers, we turned to two industry pros for help. Heather Braun, a Brooklyn-based music writer, tapped into her rock-and-roll side to identify three must-hit music spots, and nightlife writer Carson Griffith gave us a few food and drink recommendations (whose merits we took it upon ourselves to verify). In summary, a rock-heavy, high-calorie weekend awaits—now all that's missing is you.



With their calm palette and crisp white linens, guest rooms at the Ludlow Hotel provide a respite from the neighborhood's color and chaos.

What: Crash at the Ludlow Hotel

Where: 180 Ludlow St., Lower East Side

Why: After a day of music, food and booze, head to the Ludlow for a luxurious finish. Maison Martin Margiela trompe l'oeil bath mats and bathrobes, Bellino Fine Linens, Red Flower bath products and a huge flat-screen TV in each room are indulgences peppered in among items that look like they were recovered from a vintage fair.



A suite's sitting area is ready for guests (and guests of guests) with its plush velvet chairs and stocked bar.

"The design intent is to pay homage to NYC's Lower East Side during the time when one could still rent large lofts," says hotelier Sean MacPherson, who is also behind the Bowery Hotel, the Marlow Hotel and the Waverly Inn. He, Richard Born and Ira Drukier (the Greenwich Hotel, the Mercer Hotel) are the masterminds behind the property, which quietly opened in June 2014.

A distressed limestone fireplace and marble mosaic floors decorate the lobby. Beyond the space are a large lounge with a bar, which extends into an outdoor garden and is open late for cocktails; 184 rooms, many with their own private terrace; and 20 suites. Each window offers sweeping views of the constantly redeveloping Lower East Side.

And just in time for New York Fashion Week in September, the Ludlow has rolled out its highly anticipated restaurant, Dirty French, headed by

Major Food Group's Mario Carbone, Rich Torrisi and Jeff Zalaznick (Carbone, ZZ's Clam Bar, Parm). Open from breakfast until late at night, Dirty French serves up—you guessed it—Gallic classics with a gritty New York twist, such as lamb carpaccio and roasted chicken with crepes.

Those looking for something a little more casual will be pleased to learn that the Ludlow is within wafting distance of one of New York's great traditions: Katz's Delicatessen.

Learn More: ludlowhotel.com

AUSTRALIAN
GOURMET
TRAVELLER

September 15, 2014

The Ludlow, New York



NEWSLETTER

Sign up to receive the latest food, travel and dining news direct from Gourmet Traveller headquarters.

Latest news



The Ludlow, New York
15.09.2014

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

274,600 unique monthly visitors

15.09.2014

 NEW YORK



SHARE



EMAIL



PRINT

The Ludlow promises to become a Lower East Side hub.

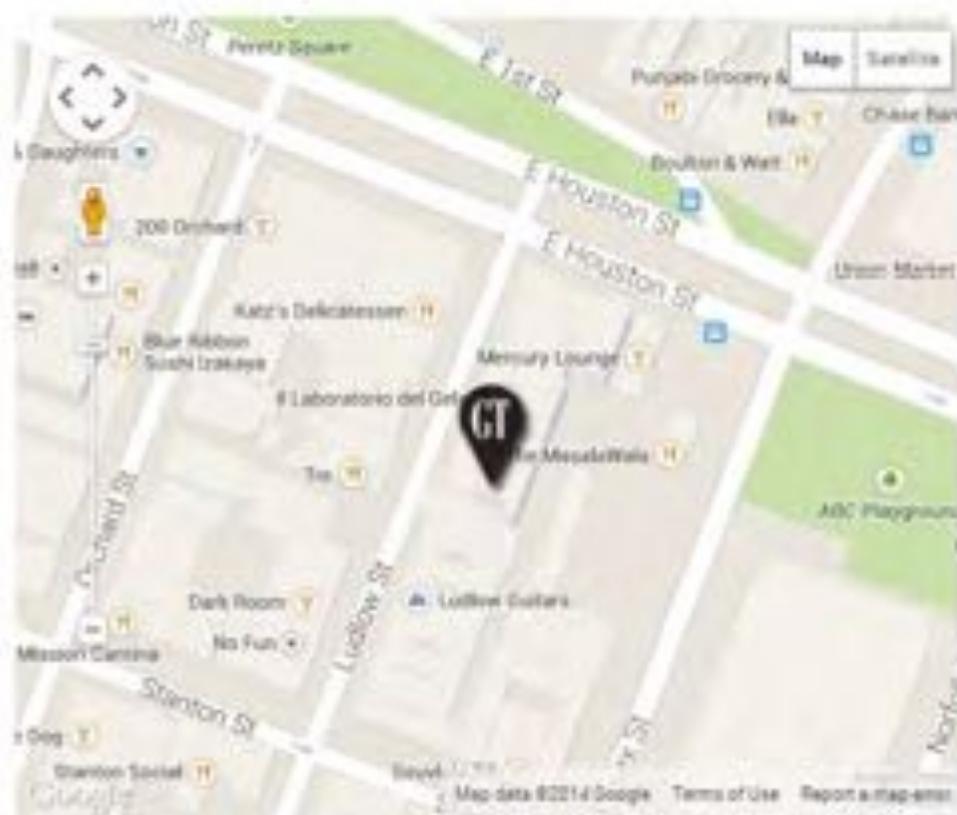
Sean MacPherson is the mixologist of the hotel world, a master at blending tried-and-true Manhattan tropes - up-and-coming neighbourhoods, social butterfly-attracting lobby bars, lively restaurants - with intimate, understated European style. Joining his hot portfolio of [The Bowery](#), [The Maritime](#) and [The Marlon](#), MacPherson's latest venture is The Ludlow, a 184-room property that takes its name from one of the Lower East Side's landmark thoroughfares. Book a suite overlooking Ludlow Street and you can spy on the queue of pastrami enthusiasts lined up outside legendary Jewish deli [Katz's](#) on the corner.

The red-brick and casement windows hint at the building's former life as a factory, but once inside understated luxury dominates - mosaic marble floor tiles sparkle, oak-panelled walls lend the lobby the air of a gentlemen's club. Dramatic custom light fixtures of jagged oxidised metal and one-off pieces - the coffee table carved in the shape of Manhattan Island, the Chesterfield sofa on the terrace that looks like tufted fabric but is actually fibreglass - are witty nods to the neighbourhood's artsy heritage.

The guest rooms are surprisingly tranquil (merci, double glazing) and are full of high-end details such as hand-carved Indo-Portuguese wooden beds, pressed-tin ceilings, Moroccan brass lamps, handmade silk rugs and nightstands made from petrified wood. The standouts are the Sky Box Lofts, rooms with adjoining glassed-in terraces flooded with natural light and blessed with downtown views.

The hotel's restaurant, Dirty French, which was due to open as we went to press, is the work of Mario Carbone, Rich Torrisi and Jeff Zalaznick, the team behind cult restaurants Torrisi Italian Specialties, Parm and Carbone. The property is so freshly minted it still has that new-hotel smell, yet somehow The Ludlow already feels like a neighbourhood fixture.

The Ludlow, Rooms from \$313. 180 Ludlow St, New York.



COMING ATTRACTIONS

New York's 30 Most Anticipated Spring/Summer Openings

Wednesday, April 16, 2014, by Greg Morabito



[A Chandelier at the new Tavern on the Green by Robin Caiola]

LOWER EAST SIDE

MIDTOWN

NOLITA

TRIBECA

WILLIAMSBURG

AARON LEFKOVE

ANDREW CARWELLING

ANDY CURTIN

ARROGANT SWINE

BACCHUS

BAR PRIMI

1 COMMENT

Like

206

Over the next four months, some of the dining world's living legends will open new Manhattan restaurants. The spring and summer will also see some big imports, revivals, and spinoffs. And right now, some of the city's most promising young chefs and restaurateurs are plotting their very first solo projects. Here's a guide to the **30 most exciting New York restaurants** that are slated to open between now and Labor Day:



[Mario Carbone, Rich Torres, Jeff Zalaznick Photo: Daniel Krieger]

4) Dirty French/Untitled High Line Restaurant/Parm

Where: Dirty French, 180 Ludlow St., Lower East Side; Untitled High Line Project, corner of Ganesevoort and Washington Street, MePa; Parm, 235 Columbus Ave., Upper West Side.

When: Late July/August

What: Rich Torrisi, Mario Carbone, and Jeff Zalaznick have three big restaurants coming up. This summer, the boys behind Major Food will team up with hotelier/restaurateur Sean MacPherson for a [French bistro in the Ludlow Hotel](#) called **Dirty French**. This project will reflect Mr. Torrisi's days as a young cook working in fine French restaurants. On the other side of town, the trio will open a new restaurant in the Renzo Piano-designed complex near The High Line that will also soon be home to the Whitney Museum. [According to the Times](#), this as-yet-unnamed restaurant will focus on the "light, healthful cuisine of the Italian and American coasts." And, in the coming months, the Torrisi Boys will also [open an Upper West Side location of their sandwich hit Parm](#). Down the road, there are also plans to launch a [bakery/restaurant with Melissa Weller](#), but that won't open till fall at the earliest. Dirty French, Parm, and the new High Line restaurant are all slated to open by the end of August.

October 20, 2014

The Cocktail Heatmap: Where to Drink Right Now

Updated by [Layla Khabiri](#) on Oct 20, 2014, 1:05p



5 Lobby Bar at the Ludlow

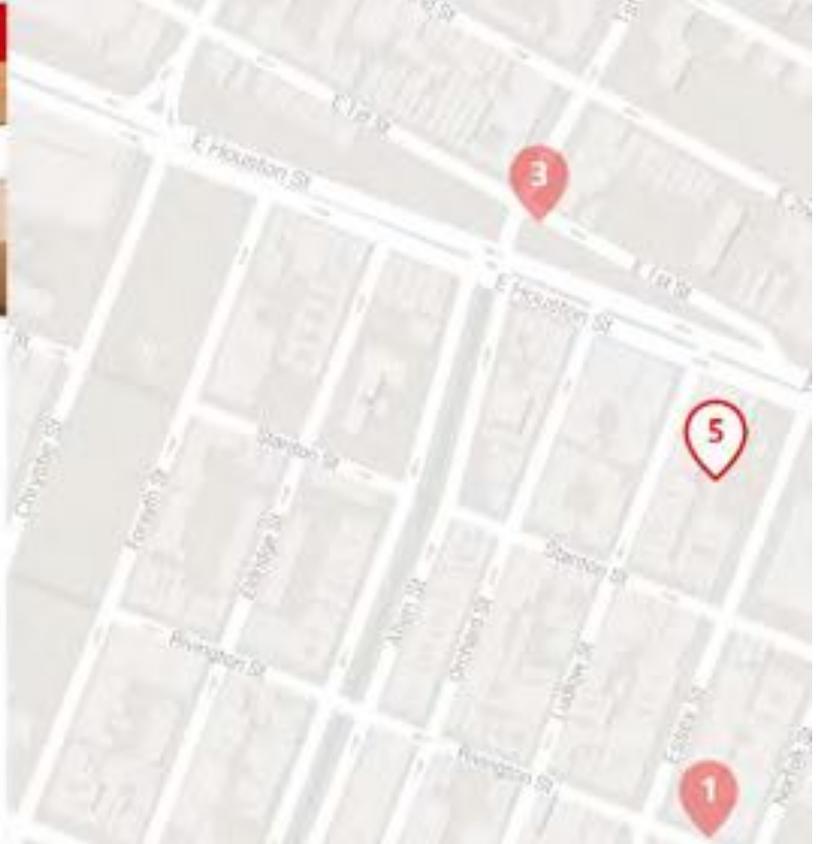
Cocktail Bar

180 Ludlow Street
New York, NY

[GET DIRECTIONS](#)

 **FOURSQUARE**

Thomas Waugh of ZZ's Clam Bar put together a menu of 11 specialty cocktails for the bar at the Ludlow and for its adjoining Torrisi project, Dirty French. The drinks play into the restaurant's exoticized French menu with ingredients like banana, chai, passion fruit, coconut, chili, but doesn't go overboard. Try the Montecristo (Irish whiskey, crème de banane, amontillado, and lime). [Photo: [Krieger](#)]



News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

265,173 unique monthly
visitors

December 4, 2014

The Hottest Restaurants in Manhattan Right Now, December 2014

Updated by [Marguerite Preston](#) on Dec 4 2014, 1:00p

1 Kang Ho Dong Baekjong

Korean Restaurant

▼ EXPAND CARD

2 Happy Ending

French Restaurant

[Visit website](#)

▼ EXPAND CARD

3 Chefs Club by Food & Wine NY

American Restaurant, \$\$\$

[Visit website](#)
(212) 941-1100

4 Via Carota

Italian Restaurant

[Visit website](#)
(212) 255-1962

▼ EXPAND CARD

5 Dojo Izakaya

Japanese Restaurant

(212) 253-5311

▼ EXPAND CARD

6 Almanac

American Restaurant

(212) 255-1795

▼ EXPAND CARD





→ 20 Dirty French

French Restaurant

Visit website
(212) 254-3000

180 Ludlow St
New York, NY 10002

GET DIRECTIONS

 FOURSQUARE

The Torrisi team's very first venture into the realm of French dining is one of the most anticipated restaurants of the season. The restaurant, which is on the ground floor of the Ludlow Hotel, has a menu that spans French-influenced regions ranging from Morocco to New Orleans. Plus, in typical Torrisi fashion, there are a few showstoppers, including tableside oyster service. [Daniel Krieger]



GOTHAM

June 19, 2014

9 French-Inspired Food Happenings

JUNE 19, 2014 | BY JULIET ZON | FOOD & DRINK NEWS

[Tweet](#) 6 [Share](#) 12 [Plus](#) 0 [G+](#) 0 [Share](#) 23

This summer New York City is awash with French influences, from food festivals to buzzy restaurant openings.



Bacchanal's Atlantic soufflé

Bacchanal: The cuisine at this restaurant in the newly-renovated Sohotel New York marries the culinary heritage of France with Italy and Spain in signature dishes such as crudos and hand-carved jamon Iberico. Hyper-seasonal cocktails make use of fruits, herbs, and vegetables, while beers are stocked from as far away as Lebanon and Switzerland. 146 Bowery, 646-355-1840

Cherche Midi: Keith McNally's sleek new space on the Bowery features a signature Pat LaFrieda burger made with prime rib, bacon marmalade, and aged gruyere. Expect to see McNally veterans behind the burners here, such as Balthazar Chef Shane McBride and Daniel Parilla of Minetta Tavern. 282 Bowery, 212-226-3055

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

2,565 unique monthly
visitors

Dirty French: One of the most anticipated openings this summer will be inside the Lower East Side's yet-to-open **Ludlow Hotel**. The restaurant, run by Major Food Group's Mario Carbone, Rich Torrisi, and Jeff Zalaznick (of Carbone fame), will feature classic French dishes like lamb carpaccio and roasted chicken with crepes. (Opening mid-August) 180 Ludlow St.



Chicago's bouillabaisse

Chicane: The focus here is on the food of the southern French coast, otherwise known as "cuisine de soleil." Traditional fare like bouillabaisse made with branzino, and barbaguans (a calzone-like pastry that is the national dish of Monaco) make an appearance, while cocktails are playful, like the Sangria Sud de France, mixed with lavender-infused red wine. 430 Broome St., 212-226-3999

Claudette: Fresh off the success of their nearby restaurant Rosemary's, Carlos Suarez and Mark Barak have opened this stunner in Greenwich Village. The menu, which is influenced by travels through Provence, has many Mediterranean touches, as seen in the chicken tagine or the chocolate pot de crème spiked with harissa. 24 Fifth Ave., 212-868-2424

Dear Irving: Inspired by the movie *Midnight in Paris*, this cocktail parlor in Gramercy Park features themed rooms, from the luxe Marie Antoinette to the 1920s-imbued F. Scott Fitzgerald. Classic French nibbles like croque monsieurs, New York State rabbit rillettes, and a chicken liver and foie gras parfait are also must-try dishes. 55 Irving Pl.



A dish at Racines.

Racines: The first New York outpost of the beloved Parisian wine bar allows guests to choose from biodynamic and organic wines from French varietals, many of which are not available elsewhere. The food is also not to be missed: Chef Frederic Duca earned a Michelin star while working at Paris' L'Instant d'Or and his creativity is evident in plates like lobster with spiced-carrot froth and squid ink capellini. 94 Chambers St., 212-227-3400

Sud de France Festival: During the month of June (through June 30), this festival brings flavors from the south of France to New York through a series of feasts at some of the city's most in-demand restaurants. Participating eateries include Contra, The Cleveland, and Navy, and the menus will feature renditions of typical Languedoc-Roussillon specialties like cassoulet and cod brandade.

Le Fooding Beach Club: Considered the hipper alternative to the Michelin guide, Le Fooding, a 14-year-old French movement, brings its signature alternative programming to New York this summer through the Sanpellegrino Fruitstock at the Rockaways. The three-day event in July (July 11-13) features chefs like Momofuku Milk Bar's Christina Tosi and Ivan Orkin from Ivan Ramen, live music, and a beach picnic on Rockaway Beach.

GOTHAM

October 15, 2014

What to Wear When You Drink Whiskey at 7 New NYC Bars

OCTOBER 15, 2014 | BY RAKHEE BHATT | STYLE & BEAUTY

This fall, there are a crop of new places around town for gentlemen to enjoy their whiskey. In honor of our men's issue, we've picked on-trend pieces to wear to each.

4. The Ludlow Lobby Bar



Savor the Mostecristo, made with Irish whiskey, crème de banane, amontillado, and fresh lime, at this indoor/outdoor bar, 180 Ludlow St., 212-254-3000

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

42,933 unique monthly
visitors



Milano brushed twill pants, Brooks Brothers (5098), 348 Madison Ave., 212-625-8000; 1270 Avenue of the Americas, 212-247-0174

What to wear: Don these trim cotton pants to meet your colleagues for after-work drinks.

GOTHAM

December 9, 2014

Hotel Concierges Give Recs on What to do in NYC This Winter

BY ADRIENNE GAFFNEY

Six in-house city experts at top Manhattan hotels reveal the hottest spots to spend the holidays and cold winter months.



A way of holiday at Dorel

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

52,492 unique monthly
visitors



Waldo Hernandez
The Carlyle

Josephine Danfelson
The Four Seasons

James Mahone ←
The Ludlow



Regena Falling
The Park Hyatt

Carolyn Innocenzi
The New York Palace

Jane Sriprayul
The Standard East

Eat, Drink, and Be Merry

Best Winter Tables

The Waverly Inn (16 Bank St., 917-628-1154) for a cozy evening—there's a fireplace, low lighting, and red booths. Even in winter, people like to sit in the back garden room—it's always magical. And there are heat lamps. —Waldo Hernandez, *The Carlyle*

Brandy Library (25 N. Moore St., 212-226-5545), known for its "spirit sommeliers" and rare spirits. —Josephine Danfelson, *the Four Seasons*

One if By Land, Two if By Sea (17 Barrow St., 212-255-8649) is beautiful and has four fireplaces. Try the beef Wellington. —Carolyn Innocenzi, *the New York Palace*

Tiny's and the Bar Upstairs (135 West Broadway, 212-374-1135) features locally sourced, modern, farm-to-table cuisine in a 19th century carriage house setting. —Jane Sriprayul, *the Standard East*

Best Traditional Christmas Eve and Christmas Day Dinner

The River Café (1 Water St., Brooklyn, 718-522-5200) is the ultimate spot for dining Christmas Day. The room is romantic, with low lighting, and, at night, Manhattan's spectacular skyline sparkles. —JD

After heading to Rockefeller Center to look at the tree, I would suggest the **Monkey Bar** (60 E. 54th St., 212-288-1010) for Christmas dinner. It has an extremely cozy atmosphere and a 1940s New York feel. Try the veal with the Monkey Gland cocktail. —JM

For Christmas Eve dinner, I recommend **Kings' Carriage House** (251 E. 82nd St., 212-734-5490). It's like stepping into someone's home—very warm, festive, and beautifully decorated for the holidays. —CI

People really enjoy **Bouley** (163 Duane St., 212-964-2525; davidbouley.com) for an upscale Christmas dinner at a gorgeous restaurant. After dinner go to Midnight Mass at **The Church of St. Paul the Apostle** (405 W. 59th St., 212-265-3495) or **Saint Thomas Church** (1 W. 53rd St., 212-757-7013). People who aren't Catholic or Episcopalian often want to attend. —Regina Falling, *The Park Hyatt*

Christmas calls for traditional feasts. Consider **Resto** (111 E. 29th St., 212-685-5585), which requires one-to two-week notice for its large-format, head-to-tail extravaganzas. Guests choose from a variety of meats or fish, and the restaurant creates a three-course meal with drink pairings. —JS

Best Non-Traditional Christmas Eve and Christmas Dinner

Buddakan (75 Ninth Ave., 212-989-6699) with its Asian cuisine, is not what many would consider for Christmas dinner, but this restaurant will impress. It has traditional Chinese dishes as well as more adventurous Asian options. ~JD

Chinatown would be at the top of my list. **Oriental Garden** (14 Elizabeth St., 212-619-0085) and **Peking Duck House** (28 Mott St., 212-227-1810) are fantastic choices. ~CI

Many restaurants do the Feast of the Seven Fishes, an Italian Christmas Eve tradition with a multi-course seafood meal. **Esca** (402 W. 43rd St., 212-564-7272) has a great one. ~RF

>>Related: *Check out more ways to get in the holiday spirit right here<<*

Best for a Traditional New Year's Eve

Beauty & Essex (146 Essex St., 212-614-0146), **Catch** (212 Ninth Ave., 212-392-5978; emmgrp.com/restaurants/catch), and **Tao Downtown** (Maritime Hotel, 92 Ninth Ave., 212-888-2724; taodowntown.com) are all big restaurants with a scene, which is perfect for that night. ~WH

Daniel (60 E. 65th St., 212-288-0033) offers an elegant tasting menu with optional wine pairings. During dinner, a live jazz trio performs, and then a DJ takes over the festivities. There's a Champagne toast at midnight. ~JD

The Boom Boom Room at the Standard Hotel (848 Washington St., 212-645-4646) has a beautiful vibe. The menu is great, and they have singers and jazz. It really gives the essence of New York. ~JM

Take a **Bateaux New York** (866-817-3463) river cruise. There's great jazz, and you can catch the midnight fireworks. ~RF

Best Nontraditional New Year's Eve



The Metropolitan Opera House is a hot spot at New Year's Eve.

Elton John will be playing his first-ever New Year's Eve concert at the **Barclays Center** (602 Atlantic Ave., Brooklyn, 917-618-6100), which will be an incredible night.~WH

On New Year's Eve no event is more elegant than the New Year's Eve Gala at **The Metropolitan Opera** (Lincoln Center Plaza, 212-362-6000). This year the celebrated soprano Reneé Fleming will star in *The Merry Widow*. The gala performance is followed by dinner and dancing on the Grand Tier. It's a truly spectacular black-tie event.~JD

Check out the 30th anniversary New Year's Eve Concert for Peace at The Cathedral Church of **Saint John the Divine** (1047 Amsterdam Ave., 212-316-7540). Harry Smith will be hosting this year, and performers will include Judy Collins and Jason Robert Brown.~RF

Best Winter Brunches and Winter Season Menus



Roasted Beets from ABC Kitchen

Park Avenue (360 Park Ave. South, 212-951-7111) changes its name and menu with the seasons, so "Park Avenue Winter" is perfect for cold weather months.~WH

ABC Kitchen (35 E. 18th St., 212-475-5829) is great for seasonal menus. The restaurant is a farm-to-table experience with attentive wait staff and brilliant flavor combinations. Try the yummy fluke dish.~JD

Il Buco (47 Bond St., 212-533-1932) is in an incredibly beautiful rustic space. The menu changes each season, but the delicious short ribs are a fixture.~JM

Friend of a Farmer (77 Irving Pl., 212-477-2188) always has cozy options on the menu, including its signature cornbread and delightful omelets.~CI



The Norman Ross cocktail at Ward III

The best thing to do is have a hot toddy at 21 (21 W. 52nd St., 212-582-7200), one of the first speakeasies in the city. –WH

I love **Maison Premiere** (298 Bedford Ave., Brooklyn, 347-335-0446). It's very old-school, and bartenders remember what you like. –JM

The Sea Grill (19 W. 49th St., 212-332-7610) has hot toddies and other beautiful winter drinks. The windows look out onto the Rockefeller Center skating rink. –CI

I like **Ward III** (111 Reade St., 212-240-9194). The bartender does great bespoke cocktails. I particularly like the custom Spanish coffee cocktails. –RF

OUT AT NIGHT

What You Need to Know About the City's Happening Nightspots

The Box (189 Chrystie St., 212-982-9301), with its turn-of-the-century style, is a one-of-a-kind experience. It's not for the faint of heart as there may be full-frontal nudity in some of the performances. But this is a wild night out you will never forget. –JD

Paul's Baby Grand (2 Avenue of the Americas, 212-519-6681), Paul Sevigry's new spot, is one of the nicest places right now. It has a great tropical feel and seems like an escape from the city. If you're looking for live music, **Output Club** (74 Wythe Ave., Brooklyn, 917-333-1000) in Williamsburg has great bands. –JM

Mulberry Project (149 Mulberry St., 646-448-4536) is a wonderful, intimate space that offers a cool, downtown vibe. –CI

The newest club is **Up & Down** (244 W. 14th St., 212-242-4411), which attracts a younger crowd. –RF

How to Get Through the Door

The best thing to do is consult the concierge and set up bottle or table service. –WH

We have a gentleman who will take guests to the clubs at no charge. Guests don't wait and are treated as super-duper VIPs. –JD

We have someone who can walk guests into the latest by-invitation-only party scenes. –CI

The hotel works with people who can meet guests at the venue and help them through the door process. –RF

CITY TIME

Best Things To Do On A Snowy Day

We get a lot of requests for sleds when it starts snowing, and guests go to the park and sled with their kids. ~WH

Celsius (Fifth Ave. and W. 42nd St., 212-792-9603), a glass-enclosed restaurant, lounge, and event space, is built for the holidays and overlooks the Bryant Park ice rink. ~JD

I love the West Village in the snow. Stop at **Cafe Cluny** (284 W. 12th St., 212-255-6900) or Cafe Minerva (302 W. 4th St., 212-242-4800) for cozy brunches. ~JM

On a day with nasty weather, hotel guests often love to hire their own personal chef (through the hotel) to cook their favorite meal. ~CI

Check out the amazing show of Matisse's cutouts at **MoMA** (11 W. 53rd St., 212-708-6400). ~RF

Great Winter Views

The **Idea** at the **Wythe Hotel** (80 Wythe Ave., Brooklyn, 718-460-8006) has a glassed-in rooftop that allows you to see the whole city. It makes for fabulous viewing when it snows. ~JM

The New York Botanical Garden (2900 Southern Blvd., Bronx, 718-617-8700). The 50-acre forest is stunning in the winter, and the Azalea Garden is open year-round. The Holiday Train Show is also a winter event not to be missed. ~CI

Robert (2 Columbus Cir., 212-299-7730), at the top of the Museum of Arts and Design, overlooks Columbus Circle and the park and is perfect for viewing the city snowfall. ~RF



Aceto's roasted rabbit with carrots, herbs and peas.

Start off the year with a yoga class. **Pure Yoga** (203 E. 86th St., 212-360-1888) is one of the hottest spots. –WH

Have a luxurious brunch at **Asiate** (80 Columbus Cir., 212-805-8881) overlooking Central Park. –JD

Aire Ancient Baths (88 Franklin St., 212-274-3777) opened last year and is a great place to spend New Year's. I recommend the thermal bath with aromatherapy, plus a 60-minute massage. –CI

Best "Old" New York Experience

Keens Steakhouse (72 W. 36th St., 212-947-3636) has been in business for more than 125 years. Its holiday decorations are spectacular. –WH

Bermelans Bar at **The Carlyle** (35 E. 76th St., 212-744-1600) is an "old world" New York place. With Ludwig Bemelmans' (creator of the Madeline children's books) murals on the walls, the Art Deco leather banquettes, and the 24k gold leaf-covered ceiling, Bemelmans is an intimate room that has live jazz entertainment daily. Its mixologists create a wonderful drink menu, including my favorites: the Carlyle Punch and the Maple Leaf. –JD

Get dressed up and go to **Indochine** (430 Lafayette St., 212-505-5111). It's been open for 30 years and has a great vibe and energy. In the '80s people such as Andy Warhol and Madonna went there because it was the hippest restaurant. I think it still has that magic. –JM

Start with tea at **The Plaza Hotel's Palm Court** (768 Fifth Ave., 212-759-3000), then take a stroll through **Bergdorf Goodman** (754 Fifth Ave., 212-753-7300). After shopping, order the lobster Napoleon at **BG** (212-872-8777) on the seventh floor. –JS

Best Hipster New York Experience

Check out the **Brooklyn Flea** (1000 Dean St., Brooklyn). There are over 100 vendors who sell a little bit of everything—jewelry, antiques, clothing, and vintage finds. –WH

I love **Forgetmenot** (138 Division St., 646-707-3195), an art-filled Chinese lounge with a very diverse menu: tapas, burgers, sandwiches, and great cocktails. –JM

For dinner, the Chef's Table at **Brooklyn Fare** (200 Schermerhorn St., 718-243-0050) is known for exquisite Japanese/French plates by chef Cesar Ramirez. Concierges can make reservations six weeks out. –CI

Experience the amazing food you find at gastropubs. I love **Chapter One** (33 Greenwich Ave., 212-842-9146). –RF

Shopping With A Personal Touch



Freebox offers exclusive private shopping.

FiveStory (18 E. 69th St., 212-258-1338) is a hidden gem—an old brownstone with five floors of exclusive, high-end merchandise—for those in the know.—WH

The **Ralph Lauren Flagship** (867 Madison Ave., 212-606-2100) is always a beautiful place, and there are personal shoppers.—JD

Bergdorf Goodman (754 Fifth Ave., 212-753-7300) offers a great personal shopping experience, and it carries a variety of brands that nobody else in the city has.—JM

Joan Kaufman (212-206-9781) has connections with the stores. Go with her to **Barneys** (660 Madison Ave., 212-826-8900), which is very cutting-edge.—CI

Best Winter Performances

This season the big shows will be the **Elephant Man** (Booth Theatre, 222 W. 45th St., 212-239-6200), starring Bradley Cooper, and **The River**, starring Hugh Jackman (Circle in the Square Theatre, 1633 Broadway, 212-307-0388). It's all about star power.—WH

The highlight of this theater season will be the **Audience** (Gerald Schoenfeld Theatre, 236 W. 45th St.), which opens in February. Helen Mirren will play the Queen.—JD

The recitals and concerts at **St. Ban's Church** (325 Park Ave., 212-378-0222) or at **St. Malachy's** (239 W. 49th St., 212-489-1340) are exquisite.—CI

Memorable Requests (Nothing is Too Outrageous!)

Someone wanted five Santa Claus suits on Christmas Day, when everything was closed. We got them from a prop company in Queens.—WH

A guest requested the suit James Bond was wearing in the latest Bond flick for his wedding. But the suit was specifically made for the film. We got in touch with Brioni and had the tailors in Italy remake it for his wedding.—JD

A guest said, "I'm going to get married in New York City. Can you help me?" I had a day to plan everything.—CI

I secured a private jet for a guest's impromptu trip to Miami.—JS

Date

This month's new hotel openings

◀ 01 02 03 04 05 06 07 08 09 ▶



The Ludlow, New York

With views across Lower Manhattan, the Ludlow's 104 rooms are decorated with hardwood floors, silk rugs and Moroccan pendant lamps. Mini bars are stocked with locally sourced products.

For more information, see: ludlowhotel.com

Picture: Anne Schlechter

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

29,247,666 unique
monthly visitors

July 28, 2014

The Ludlow hotel, New York: review

The Ludlow, 130 Ludlow St, New York, NY 10002 [Show on map](#)

The Ludlow is a New York hotel offering eclectic design, a lovely outdoor garden and imaginative cocktails.

Expert Rating
 8/10

Price From
£173

[Expert Review](#)

[Map & Contact](#)



News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

8,283,000 unique monthly
visitors



Douglas Rogers
Destination expert

Author and travel writer Douglas Rogers moved to New York in 2003 and has lived in Manhattan and Brooklyn. He currently spends his time between the city and his home in rural northern Virginia. He writes regularly for *The Telegraph*, and has been published in *Travel & Leisure* magazine, the *Wall Street Journal*, the *New York Times*, *New York Post*, *National Geographic Traveler*, *Condé Nast Traveler* and elsewhere. He is the former editor of the style bars website worldsbestbars.com. He is the author of the Zimbabwe memoir *The Last Resort*, and is working on another book about Africa. Visit him at douglasrogers.org and on twitter @douglasrogers.

A Lower East Side debut for hipster hoteliers Sean MacPherson, Ira Druker and Richard Born who have reclaimed an abandoned red brick building around the corner from Katz's Deli and channeled the area's gritty history in its design.

Who goes?

Trendy thirty-to-forty-something clientele seeking an authentic downtown experience.

Location

5/10

On Ludlow in the heart of the Lower East Side, steps away from the F, J, and M trains.

Style/character

5/10

Design pays homage to the neighborhood's gritty, creative past when you could rent large lofts for small change. Décor handpicked by MacPherson (as he did at The Jane), includes mosaic-tiled floors and chandeliers in the lobby, sheepskin throws in guestrooms, and ornate lamps and rugs personally sourced from Morocco, India and Indonesia. William Burroughs would feel at home.

Service

7/10

Concierges and doormen give you the inside scoop on the latest neighborhood openings; enjoy the outdoor garden from spring through fall, a rare quiet green space in the crush of downtown.

Rooms

7/10

The 184 guestrooms, including 20 suites, range from tiny 195sqft pods, to spacious to 1,000sqft loft-style suites, some with balconies or private terraces. Rooms have dark-stained hardwood floors, white ceilings with exposed wood beams, Bellini Italian linens and exotic accents such as Indian silk rugs and black and gold handmade Moroccan lamps. The one to get: the Skybox Loft with 180 degree views.

Food & drink

5/10

Cocktails created by master bartender Thomas Waugh such as the Ludlow Gimlet (Plymouth, cinnamon, fresh lime, crème de apricot) are inspired by classic haunts of Paris and New Orleans. Enjoy them in the Lobby Bar & Garden as well as at ground-floor bistro Dirty French, (opening August, 2014) where Gallic classics including steak frites are recooked with American twists.

Value for money

5/10

Yes, if you want something in the middle of the downtown scene. Not if you want a quiet retreat. Double rooms from US\$295 (£173).

Access for guests with disabilities?

Yes.

Family-friendly?

Yes.

Expert Rating



Price From

£173

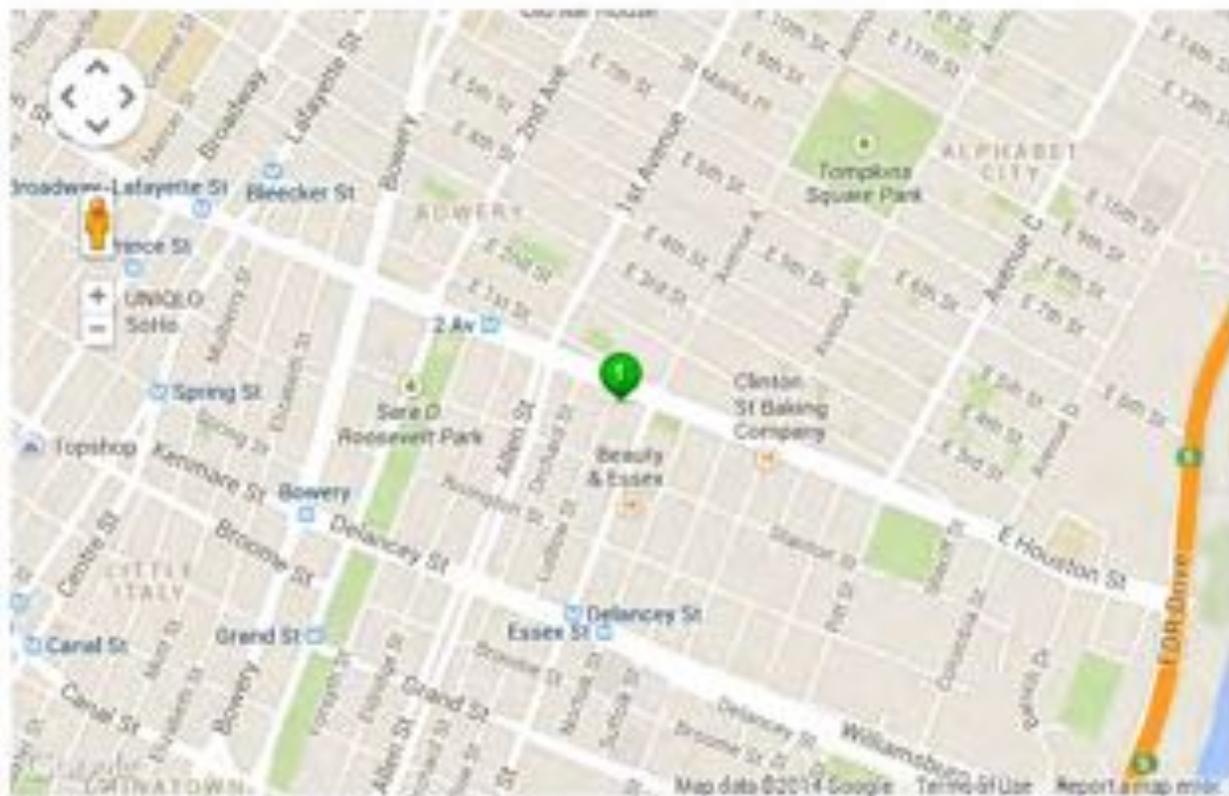
Expert Review

Map & Contact

Address The Ludlow, 180 Ludlow St, New York, NY 10002

Telephone 001 212 432 1818

Website www.ludlowhotel.com/



The Telegraph

LUXURY

August 20, 2014

TRAVEL



Having commenced its soft-opening phase at the start of June, the Ludlow is lower Manhattan's latest luxury hotel. Rooms feature hardwood floors, silk rugs and Moroccan pendant lamps

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

8,283,000 unique monthly visitors

April 16, 2014

Sean MacPherson's Ludlow Hotel to Offer 'Rockstar' Suite and 'Skybox Loft'

Share

Like 3

Tweet 4

g+1 1

tumblr. +

Posted on: April 16th, 2014 at 12:00 pm by Elie



A room at The Ludlow

Now in its final lap, the BD Hotels crew is starting to drip even more details about its latest [Ludlow Hotel](#) project. The Ludlow. Most of what we knew about this place until now focused on the incoming restaurant – the latest from the Torrisi team called **Dirty French**, which opens this summer and will operate from breakfast until “late.”

Obviously there's more. Apparently there are “rockstar” suites and “skybox lofts,” as well as a “blue-stone paved back courtyard.”

The masochists out there might appreciate the challenge of tackling the new thousand-word press release distributed this morning. The babble outlines in painstaking detail what the neighborhood is actually receiving from this development, which has been in the works – in one form or another – for almost a decade.



Here are some excerpts.

In an area long defined by its confines and tenements, The Ludlow will create an inviting public space on its ground floor. The lobby atrium harks back to the days when downtown lofts would house happening clubs or one-off parties with indescribable mixes of creative people. "Those spaces were magnets, and we're hoping this one will be," MacPherson says. "We'd like to function as a living room for the neighborhood."

Flooded with light, the ground-floor is cleverly designed with windows and glass walls to offer clear views from the Ludlow St. entrance straight through to the bluestone-paved back courtyard – itself a rare amenity anywhere in Manhattan.

Upstairs feels private and personal – like a New Yorker's downtown living space – with furniture and artisan touches hand-picked by MacPherson. Hardwood floors and handmade silk rugs complement artisan-crafted Moroccan pendant lamps and Indo-Portuguese style beds. "Tree-trunk" nightstands in petrified wood come from Brooklyn furniture temple Organic Modernism.

Between two plush upholstered chairs, a marble-topped bistro table in each room feels like a lucky find you might nab at one of Manhattan's antique flea markets. Supremely comfortable amenities include Belini sheets from Italy and new, exclusive bath products from Red Flower. Locally sourced mini-bar offerings from some of New York's favorite hometown purveyors will include thoughtfully selected healthful options. Huge flat-screen TVs complete the rooms.

Sharp-eyed guests will recognize plush bathrobes and "Persian rug" trompe-l'oeil bathmats from Maison Martin Margiela, the cult Paris fashion label renowned for witty, subversive takes on luxe clothing and accessories. Full bathrooms with rainshower heads come standard, many also offer soaking tubs. All bathrooms boast black-and-white tilework and brass fixtures. Heavy wooden doors help muffle noise and add to a sense of place and history.

The Ludlow offers **184 guestrooms including 20 spectacular suites in nine configurations**. Spaces will range from Full to Queen and King rooms, each with sweeping city views and many with a private terrace. A "Rockstar" suite with wraparound windows and 1,100-foot terrace, and "Skybox Loft" with designated sitting area, offers breathtaking vistas of New York's bridges and landmarks. The Williamsburg Bridge, in fact, is a quick walk from the Ludlow. Legendary smoked-fish emporium Russ & Daughters and knish haven Yonah Schimmel are steps away.

BLACKBOOK

December 30, 2014

7 Cities, 10 Fabulous New Year's Eve Parties, Part 1

Where the beautiful and the glam'd will be being seen and being seener as 2015 makes its debut.



Above image: Lobby Bar at The Ludlow Hotel

We say it every year: "We're staying in on New Year's Eve!" Yet even with the threat of every embarrassingly sozzled Tom, Dick and Henrietta out there joining the heaving party circus that is the final night of the year, we always wind up giving in and hitting the town to mark another flip of the Anno Domini calendar.

This year, alas, we'll be knocking back flaming shots of Becherovka with a cadre of Eastern European spooks in an underground lair in suburban Budapest. But we've also compiled a list of, shall we say, less insalubrious options to suit your more cultivated tastes. And with so many glamorous new hotels on the scene, we vigorously recommend checking into one in your own home city, where your fellow cognoscenti will be running up the Bolly bills whilst pretending like it's actually a NYE weekend getaway.

THE LUDLOW HOTEL, NEW YORK



Sean MacPherson finally brought his party to the LES in 2014, and with him came Mario Carbone, Rich Torrisi and Jeff Zalaznick, in the form of their buzzy Dirty French bistro. The shambolic chic Lobby Bar, also run by Team Torrisi, will be one of the hippest parties in town, with DJ HOMHE on the decks, along with open bar and passed canapés from 9pm - 1am. \$195/pp, Reservations@dirtyfrench.com, Bottle Service/Table Reservations: Jaime@dirtyfrench.com

FASHION TIMES

December 26, 2014

DESIGN NEWS

Celebrate 2015 In Style: New York City's Top New Year's Eve Events

Dec 26, 2014 12:44 PM EST

By Ashley Joy Parker

No city in the world celebrates New Year's Eve quite like New York City, and, to ring in 2015, the Big Apple is going all out.

From romantic dinners to all night bashes, there are a ton of fashionable parties that shouldn't be missed.

So pop the bubbly and keep reading to see our favorite fabulous NYE events in NYC.



The Lobby Bar at The Ludlow

180 Ludlow Street

Opened just this summer, indulge yourself this New Year's Eve with an open bar & passed canapés from 9 p.m.-1 a.m. and dance the night away with a live set DJ HOHME. Tickets \$195/per person. rreservations@dirtyfrench.com

Bottle Service/Table Reservations: Jaime@dirtyfrench.com

May 30, 2014

Ludlow Hotel is Ready June 1; Dirty French Will Begin Serving in July

Share Like 1 Tweet 1 +1 2 tumblr. +

Posted on: May 30th, 2014 at 6:08 am by Elie



Plywood is gone from 180 Ludlow Street, revealing the full sweep of the entrance to the [Ludlow Hotel](#) (aka The Ludlow). As you might imagine, its vibe is quite similar to the Bowery Hotel, which is part of the same roster of BD Hotels properties (i.e. Sean MacPherson).

Prospective guests can begin staying at the Ludlow Hotel as of June 1, deemed the soft opening date. However, we are told that none of the public spaces are functional just yet.

The Ludlow Hotel website has been accepting room reservations from this date onward, and they're offering a soft opening rate of \$165 per night for the basic studio full room. Here is a snapshot of pricing based on a one-night stay.

Select Your Room		Avg Daily Rate (USD)	
	Studio Full view details	From 165.00	Select
	Studio Queen view details	From 175.00	Select
	Studio King view details	From 215.00	Select
	Loft Queen view details	From 245.00	Select
	Skybox Loft view details	From 295.00	Select Only 3 left
	Loft King view details	From 295.00	Select
	Loft King With Terrace view details	From 335.00	Select Only 1 left

In addition, we are told that the [Torrise venture](#) **Dirty French** will begin serving sometime in July. No word just yet on actual date, though.

The Ludlow is one of a half-dozen Hell Square Hotels that's been under construction for the better part of a decade.

DESTINATIONS

The travel newsletter from **The Record**



HEART CARE
for Women
by Women



We Believe
a Woman's Heart
Deserves
a Woman's Touch

CLICK FOR INFORMATION



GEOQUIZ

QUESTION: What is the capital of Mongolia?

Try your luck in lower Manhattan

The Ludlow Hotel in the Lower East Side of Manhattan is offering the "Get Lucky" promotion. Guests who book a stay at the hotel using the promotion have a chance to win their first night free. One in fifty reservations will be selected as a winner Jan. 2 to March 31. For information, visit ludlowhotel.com.



Stay longer, save more in Miami Beach

Fontainebleau Miami Beach is offering the "Forever Fontainebleau" dining and spa credit promotion during stays of two nights or more, adding \$50 in dining and spa credits for each night (up to six nights and a \$250 each in dining and spa credits). For example, if you stay two nights, you will receive a \$50 dining credit and \$50 spa credit; stay three nights, receive \$100 in credits for each; four nights, \$150 in credits. Those who book a suite will receive the fifth night free.

Bookings must be made by April 30; promotion is valid for stays between Jan. 3 and April 30.

For information, visit

Fontainebleau.com/foreverfontainebleau or call 800-548-8886.

Post-New Year's getaway in St. Thomas

Bolongo Bay Beach Resort in the U.S. Virgin Islands is offering the "National Hangover Package" for stays Jan. 1 to 10.

The deal includes: 20 percent off an oceanview room for two, with free lodging in the room for up to two additional friends, complimentary welcome rum punch, a bottle of local Cruzan rum upon arrival and a sunset cocktail cruise for up to four guests (for those staying five nights or longer).

Rates start from \$370.36 per night for up to four adults. For reservations, visit bolongobay.com and use the promotional code HANGOVER or call 800-524-4746.

GEOQUIZ

ANSWER: Ulan Bator. Located in the north-central part of the country, it is home to nearly 50 percent of the nation's 2.9 million residents.

- Elyse Toribio

Send questions or comments to travel@northjersey.com.

Connect with *The Record*



[E-newsletters/alerts](#)

[Subscribe to *The Record*](#)

[Visit us online](#)

[E-mail us](#)

[Opt-Out of this newsletter](#)

JETSETTER

October 8, 2014



FALL PREVIEW

The Best New NYC Sleeps and Eats

Fall in New York brings crisp days, sweaters...and a flurry of don't-miss openings, from cozy neighborhood boites to award-bait Broadway shows to white-hot new hotels. Emma Sloley gives you the hit list of the 10 best

1

The Ludlow Hotel

This 184-room haven on one of the Lower East Side's most popular streets — legendary deli Katz's is on the corner — is the latest in hotelier Sean MacPherson's Manhattan mini-empire. We're already smitten with the guestrooms, with their industrial bones and quirky-luxe details like hand-carved Indo-Portuguese wooden beds, Moroccan-inspired brass lamps and handmade silk rugs. Now we're ready to make Dirty French, the property's newly minted restaurant, our second home. Helmed by Mario Carbone, Rich Torrisi and Jeff Zalaznick (the team behind cult restaurants Torrisi, Parm and Carbone), the future hot spot features classic bistro cuisine. Expect just-shucked oysters and that of-the-moment restaurant staple, the rotisserie, along with dishes influenced by Moroccan street food and New Orleans-inspired Cajun fare. Oh, and celebrities. Lots and lots of celebrities. The best part? The hotel's wallet-friendly price tag.

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

3,968,024 unique monthly visitors

May 2, 2014



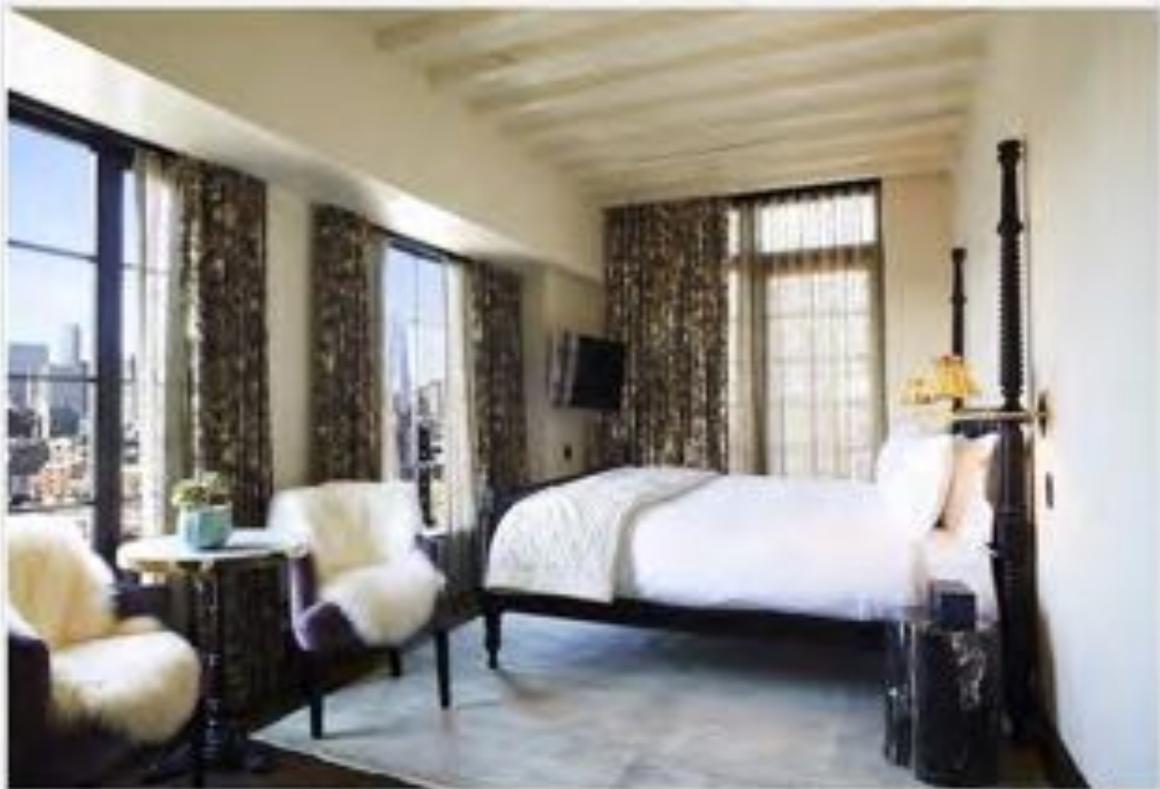
ARTICLE BY

Jared Paul Stern [View Profile >](#)

Writer, JustLuxe | Editor | UrbanDaddy's DRIVEN

Sean MacPherson to Open Cool New Ludlow Hotel on NYC's Lower East Side

May 2nd, 2014 | [Comments 0](#) | [Make a Comment](#)



Photos Courtesy of The Ludlow

News from...



1,920,461 unique monthly visitors

Sean MacPherson has a kind of magic touch when it comes to hotels and restaurants; every property he opens instantly becomes the hottest place in town and stays that way. Now the man behind the Bowery Hotel, Jane Hotel, Waverly Inn, Swingers, Jones, and El Carmen is opening a new boutique hotel in New York's Lower East Side.

The Ludlow is slated to host its first guests in June on Ludlow St., a once gritty but now mostly gentrified neighborhood. MacPherson is partnering with developers Ira Drukier and Richard Born, backers of Robert DeNiro's Greenwich Hotel and the famed Mercer Hotel among others, on the new project. Formerly an abandoned building, the new hotel will have 184 rooms including 20 plush suites. It will also be home to Dirty French, a restaurant from the owners of Torrisi, Parm, Carbone, and ZZ's Clam Bar.



The hotel's red-brick entryway will be accessed by a set of steel and glass doors opening to oak paneled-walls, marble mosaic floors and a massive distressed-limestone fireplace. Glass walls will offer views of the bluestone-paved back courtyard, a rare feature in city properties.

Rooms will feature hardwood floors, handmade silk rugs, petrified wood nightstands and marble-topped tables, all hand selected by MacPherson himself. The mini-bars will hold artisanal and locally-made offerings. The most exclusive accommodation will be the Rockstar suite with wraparound windows and an 1,100-square-foot terrace. Currently their website is not fully up and running, however you can still book a stay and comb through the room types using the Reserve button on their splash page.

July 16, 2014

Two of Manhattan's Best Boutique Hotels to Book During the 2014 US Open

Jul. 16th, 2014 | Comments 0 | [Make a Comment](#)



Photo Courtesy of The Bowery Hotel

New York City is home to more than its fair share of iconic hotels. However, the City That Never Sleeps also boasts a plethora of exquisite boutique properties. For those planning on attending this year's US Open, which begins August 25, there are a number of **luxury boutique** hotels on the Lower East Side to consider, such as The Bowery and the Ludlow.

News from...



848,745 unique monthly visitors



Photo Courtesy of The Bowery Hotel

With its romantic history of vagabonds, punks, artists, and rule breakers, the Bowery neighborhood is now home to a growing number of independent boutiques, restaurants, clubs, and the New Museum of Contemporary Art. Today, it's registered with the New York State Register of Historic Places and exudes the exciting pulse of the city.

The Bowery Hotel sits in the epicenter of this transformation. Service, style and sophistication are hallmarks of this 135-room property which features sun-drenched rooms with hardwood floors, luxurious 400-thread count linens and rich velvet drapes. The Bowery Hotel is the quintessential New York City destination with floor-to-ceiling industrial-style windows that allow for remarkable city views and a residential loft design that embodies the city itself.



Photo Courtesy of The Bowery Hotel

From a gracious welcome at the door to a roaring fire in the lobby, hand-picked antique furnishings, high-tech room accessories, absinthe at the bar and fresh-baked cookies at tumdown, the property brings the opulent warmth of a classic European hotel to New York's most intriguing neighborhood. Its 2007 opening coincided with a new chapter in the rejuvenation of its famous namesake.

With impeccable details personally overseen by proprietors Eric Goode and Sean MacPherson, The Bowery updates Old World hospitality with smart amenities and original touches. Handmade dark-wood panels adorn the interiors that are contrasted against colorful Moroccan tiles. Antique chairs, sofas, and tables are softly illuminated by chandelier-like iron fixtures while an artisan mural wraps around the room depicting 19th-century New York scenes. Guests enjoy cocktails, coffee, tea, or light snacks as they chat or peruse a newspaper from the antique wooden racks. The atmosphere is genial, unhurried, and casual, ideal for lingering.



Photo Courtesy of The Ludlow

In addition to The Bowery Hotel, MacPherson has teamed with New York hoteliers Ira Drukier, and Richard Born to introduce a new 184-room Lower East Side hotel that evokes the rich history of a neighborhood whose charm continues to grow. **The Ludlow Hotel** conjures up the area's vivid history, from the Gangs of New York era to Jewish immigration to the wild art and music of the '80s. The Ludlow's solid brick façade and factory casement windows make it fit seamlessly into its historic block.

Entering The Ludlow's red-brick entryway, steel and glass doors open to oak paneled-walls and marble mosaic floors, and a grand distressed-limestone fireplace dominates the lobby lounge. Flooded with light, the ground floor is cleverly designed with windows and glass walls to offer clear views from the Ludlow Street entrance to its bluestone-paved back courtyard.



Photo Courtesy of The Ludlow

In the guestrooms, hardwood floors and handmade silk rugs complement artisan-crafted Moroccan pendant lamps and Indo-Portuguese style beds. The tree-trunk nightstands in petrified wood come from Brooklyn furniture temple Organic Modernism and a marble-topped bistro table looks like it may have been purchased at one of Manhattan's antique flea markets. Accommodations include supremely comfortable amenities such as Bellino Fine Linens from Italy and new, exclusive bath products from Red Flower.

The Ludlow offers 184 guestrooms including 20 spectacular suites in nine configurations. Spaces range from full to king rooms, each with sweeping city views and many with a private terrace. The Ludlow Penthouse, with wraparound windows, a 1,100-foot terrace, and Skybox Loft with a designated seating area offers breathtaking vistas of New York's bridges and landmarks.

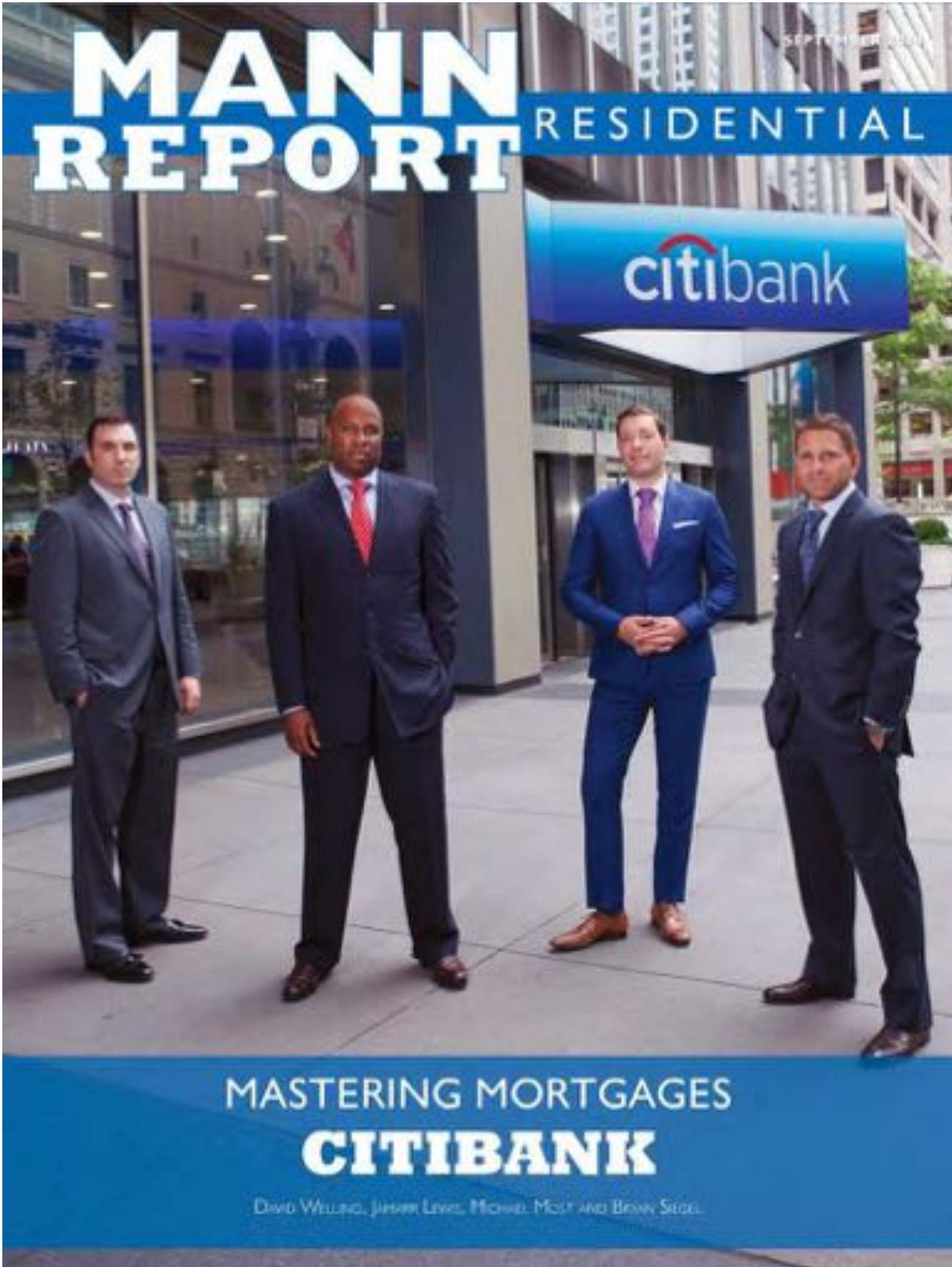


Photo Courtesy of The Ludlow

The Ludlow's eagerly awaited restaurant has been the talk of food circles for months. Dirty French will be the first French restaurant from Major Food Group, the company whose white-hot eateries include Torrisi, Parm, Carbone, and ZZ's Clam Bar. Operating from breakfast until late, Dirty French will feature rebooted, provocative Gallic classics. It will embody the "distinctly New York style and swagger" extolled by *The New York Times*. Major Food Group partners Mario Carbone, Rich Torrisi, and Jeff Zalaznick will personally oversee the restaurant.

If staying at either of these two options, you can easily catch the 7 train from Grand Central Terminal to Mets-Willets Point Station. Otherwise, take the RFK Bridge (formerly Triborough) to the Grand Central Parkway East, exit the Grand Central Parkway East at Exit 9E – I-678/RT-25A East/Northern Blvd. East and follow signs for US Open/Tennis Parking.

September 2014



MANN REPORT RESIDENTIAL

citibank

MASTERING MORTGAGES
CITIBANK

DAVID WELLING, JAMES LEWIS, MICHAEL MOST AND BRADY SEGEL

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

Circulation: **40,000**

The Ludlow

180 Ludlow Street



New York hoteliers, Sean MacPherson, Ira Drukier and Richard Born, are making their Lower East Side debut with a new 184-room hotel that evokes the rich history of a neighborhood whose charm marches on.

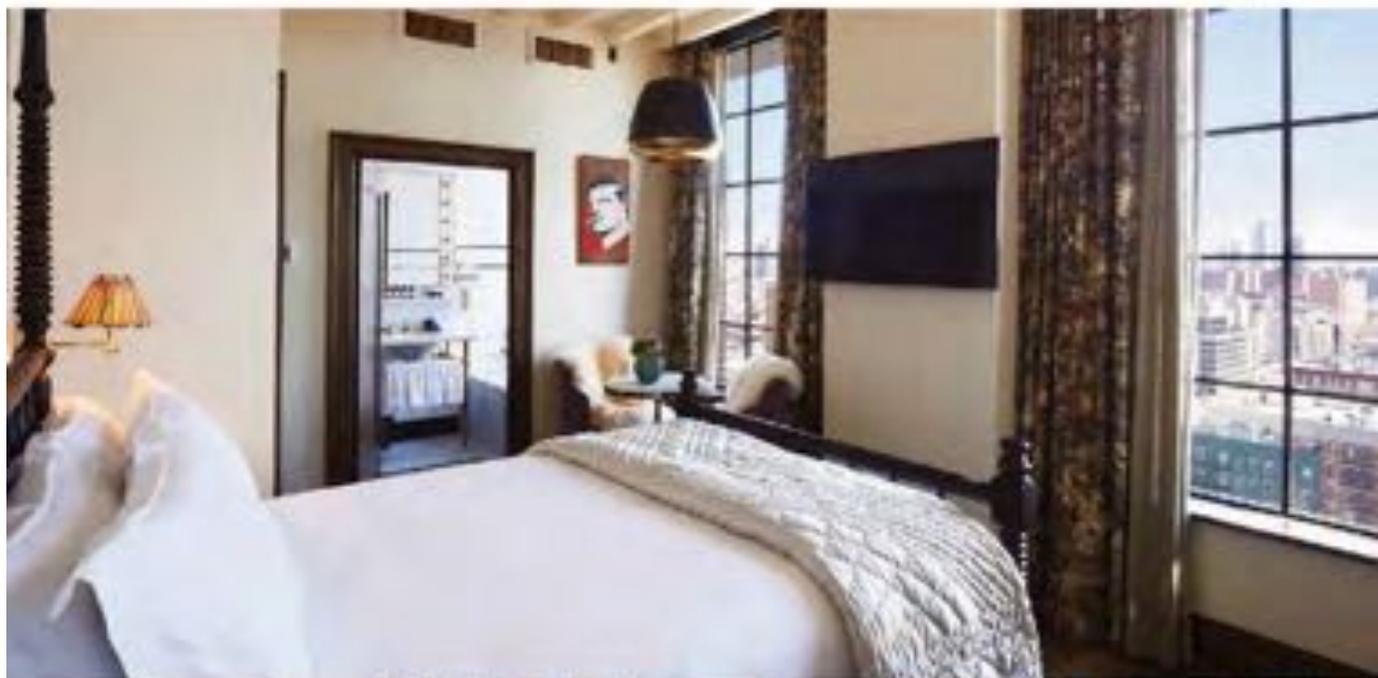
The Ludlow, within wafting distance of Katz's Delicatessen on the corner and strutting distance of Ludlow Guitars next door, feels born on the Lower East Side. Elegant and comfortable, but with artful rough edges and personal quirks, the hotel conjures the area's vivid history, from the "Gangs of New York" era to Jewish immigration to the wild art and music of the '80s.

But it's not just about the past. The Ludlow is connected to today's Lower East Side, a constantly changing crossroads of culture, style, and cuisine that's once again, Manhattan's most pulse-quickening neighborhood. Sidewalks connect live music venues with scaffolded-up street art, and welcome the burgeoning fashion scene

of both young and vintage designers who are inspired by the neighborhood's raw, urban roots. Mom-and-pop shops sit beside chic restaurants and boisterous bars where longtime patrons and first-generation New Yorkers flock for an insatiable taste of the Lower East Side.

The Ludlow's eagerly awaited restaurant has been the talk of food circles for months. Dirty French will be the first French restaurant from Major Food Group, the group whose white-hot eateries include Torrisi, Pann, Carbone and ZZ's Clam Bar. Operating from breakfast till late, Dirty French will feature schooled, provocative Gallic classics and embody the "distinctly New York style and swagger" extolled by *The New York Times*. Major Food Group partners Mario Carbone, Rich Torrisi and Jeff Zalaznick will personally oversee the restaurant.

The Ludlow comes with its own New York story. MacPherson,



Drakier and Born rescued a derelict building that had been abandoned by its original developers after the financial crash. The Ludlow's solid brick façade and factory east-west windows make it fit seamlessly onto its historic block.

For MacPherson, who first visited the Lower East Side in 1984, the Ludlow draws on his own experiences. "Along with layers of history, there was a grittiness and nervous energy," he said. "You had a sense something could break out any minute, whether it was street art or a riot. I'd come from L.A. and there was nothing like it." Like the neighborhood itself, with its long heritage of welcoming newcomers, the Ludlow will make guests feel they belong here.

The Ludlow offers 184 guestrooms including 20 spectacular suites in nine configurations. Spaces will range from Full to Queen and King rooms, each with sweeping city views and many with a private terrace. With so many amazing options for guests, The Ludlow will sure to pack every room in the house. 

The Ludlow
 180 Ludlow Street
 New York, NY 10002
 Tel: 212-632-1818
LudlowHotel.com

June 2014



News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

Circulation: 22,028

the Current

Upgrades & Openings

MARYLAND

The **Radisson Hotel at Cross Keys** in Baltimore renovated its lobby and all 147 guest rooms as part of the brand's nationwide portfolio refresh. The hotel is located on 72 wooded acres in the Roland Park neighborhood. www.radisson.com

NEW JERSEY

The **Princeton Marriott at Forestal** completed a three-month long, multimillion-dollar renovation that updated all of its guest rooms and suites. The 300-room hotel offers 35,000 square feet of meeting space. www.princetonmarriott.com



NEW YORK

The 1,500-room **New York Hilton Midtown** is set to wrap up its multimillion-dollar renovation by 2016 that will update guest rooms in addition to the 75,000-square-foot Grand Ballroom. Completion is scheduled for mid-2014. www.hilton.com

The new, hip **Ludlow Hotel** will open on Manhattan's Lower East Side this month, with 184 guest rooms and a unique historic decor inspired by the neighborhood's diverse past.

www.ludlowhotel.com

The boutique **Hotel Hugo** is expected to open this winter in Hudson Square, featuring 122 guest rooms and a rooftop cocktail lounge. A ground floor restaurant will serve handmade pasta and the private dining room will seat up to 24 guests. Hotel Hugo will also offer 500 square feet of meeting space. www.hotelhugony.com

PENNSYLVANIA

Philadelphia's Franklin Institute added a new dedicated meeting space with a street-level entrance that will open in June, as part of a large expansion. The IACC certified, 3,000-square-foot conference center is on the first floor of the new **Kilgus and Atherton Karabots Pavilion**. Event facilities will include flexible meeting spaces, breakout rooms, a dining room, business center, rain garden and new rooftop deck. A unique outdoor "shimmer wall" art installation is made of more than 10,000 lodged aluminum panels



that can move in the breeze and mimic the wind and sky. www.fli.edu

On the west side of Philadelphia's City Hall, **Dilworth Plaza** is undergoing a \$55 million renovation that will update the public park with six tree groves, performance spaces, and a unique programmable fountain that will trace the paths of local the trains traveling underground. The 170,000-square-foot plaza is scheduled to open in September. www.centercityphila.org

WASHINGTON, D.C.

The **Marriott Marquis Washington, D.C.**, opened in May directly connected to the Washington Convention Center via an underground concourse. The Marriott conference hotel offers 1,075 guest rooms and more than 100,000 square feet of function space, including 54 breakout rooms. www.marriott.com

The 155-room **Capitol Hill Hotel** completed a full guest room renovation, following a renovation of its public spaces and meeting rooms in 2012. The boutique hotel has 2,000 square feet of function space, including boardrooms, dining rooms and lounges that can be booked by the hour for last minute, shorter meetings. www.capitolhillhotel-dc.com

EYE ON THE EAST

News Briefs

One of Canada's most anticipated hotel openings, the **Algonquin Resort**, debuted in March in New Brunswick's charming town of St. An. An drive by the Sea, eight hours north of Boston by car.

The former Fairmont hotel was closed for two years as it underwent a massive renovation to become part of Marriott's Autograph Collection.

The historic hotel offers 19,000 square feet of meeting space and the seaside grounds offer great views, fresh seafood, fire pits for making s'mores and business done in Tartan lobs and pewee with coffee.

www.algonquinresort.com



MR PORTER

November 25, 2014

EIGHT COOL NEW CITY HOTELS

Our round-the-world guide to the best new places to rest your head

What makes a truly great city hotel? A jet-lag-curing bed you wish you could sleep in every night? A cool, quiet bar? Stylishly refined facilities and seamless service? All of the above, and more, we say. Amid the noise and chaos of the world's biggest, brightest metropolises, a new hotel has to be something truly special to stand out. But at the same time, it needs to be an oasis of calm; a place for regrouping and recharging in comfort. (An award-winning restaurant wouldn't go amiss either.)

Whether you're travelling for business or pleasure – or even a little of both (yes, people are beginning to use the portmanteau “bleisure”), we've explored the latest openings in eight of the world's most important city destinations, pinpointing our favourite hotel in each. These are the properties with standards as high as their thread counts; the effortless homes away from home.

4. THE LUDLOW, NEW YORK



News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

1,600,000 unique
monthly visitors

A first incursion into the rapidly flourishing Lower East Side for hip hoteliers Mr Sean MacPherson, Mr Ira Drukier and Mr Richard Born, The Ludlow is equal parts grit and glamour. Think chandeliers and exposed wooden beams; elaborate mosaic floors strewn with battered leather armchairs. Sink a cocktail or two with the LES glitterati clustered around the lobby's roaring fire, or collect your thoughts in the enclosed garden – a rare cocoon of Manhattan calm. The edgy Gallic bistro, Dirty French, is not to be missed either.

Book this room

The SkyBox Loft has a 180-degree view of Manhattan, plus a marble tub to luxuriate in as you soak up the panorama.

Who to know

Chief bartender Mr Thomas Waugh, master of The Ludlow's "cocktail programme". Get on his good side by ordering a Belmondo – his signature cocktail – made from a blend of tequila, pear, ginger and lemon juice.

WHAT TO WEAR



THOM BROWNE

Double-Breasted Cashmere-Trimmed Wool Peacoat



EXEMPLAIRE

Panelled-Knit Rollneck Cashmere Sweater

June 4, 2014

GRAND HOTEL, NEW YORK

Exclusive: Sean MacPherson on What Makes a Hotspot Tick

By Ben Widdicombe | 06/04/14 3:00pm



"If you do something that is decidedly and determinedly cool or hip, it's probably not very hip."

According to hotelier Sean MacPherson, the slow burn is all. This week, the 49-year-old Californian opened the Ludlow hotel on the Lower East Side, the sixth and largest in his growing empire of soigné, Downtown lodgings and restaurants.

At 184 rooms, the Ludlow is almost 50 percent larger than the nearby Bowery Hotel, the breakout East Village success opened by Mr. MacPherson in 2007. The Ludlow joins a hospitality portfolio that includes the Waverly Inn, the Park restaurant in Chelsea, the Maritime, the Jane and Marilton hotels on the lower west side and the Crow's Nest in Montauk.

Together, Mr. MacPherson's properties have defined Downtown cool for 14 years thanks to a canny grasp on timing. After the upward movement of development on the Lower East Side in the late '80s, things sort of stalled. First, Rudy Giuliani stopped dancing, then Michael Bloomberg raised the rent and banned smoking. Mr. MacPherson was laying the tables just as Lower Manhattan developed its taste for artisanal gimlets. And as the glitterati and the fashion set took note, he pulled off the minor miracle of making hotel restaurants cool again. Best of all, the punters had to go outside to smoke, guaranteeing attractive set dressing outside MacPherson hotel doors, like a regular late-night delivery of Barneys mannequins.

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

395,535 unique monthly
visitors

Yet for all the glitz of the clientele, Mr. MacPherson has built his reputation on a slightly old-fashioned design aesthetic that emphasizes maker-details like casement windows, marble mosaic floors and turned-wood bed frames. ("Think Trustafarian meets Miss Havisham," the hotel's own press notes remark of the oak-paneled Ludlow lobby, with its "distressed limestone fireplace.")

"I never want to do something that smacks of being hip per se, and there's something nice about real things, real materials, real comfort and all that type of stuff," says Mr. MacPherson, sitting in a brand new corner room on the 16th floor of the Ludlow to meet with the *Observer*. "I think that's ultimately some kind of luxury."

"Sean has a way of combining eclectic and disparate elements like a film production designer," the acclaimed Italian video artist Marco Brambilla, who has been a friend for 20 years, tells the *Observer*. "He creates a place that only previously existed in his imagination yet taps into a familiar collective consciousness."

Mr. MacPherson is also not above putting his friends to work.

"He is extremely hands-on and detail-oriented when it comes to design," says Mr. Brambilla. "I remember him and I moving furniture in the Bowery lobby on a Sunday afternoon before the hotel opened. He had just driven back from a furniture fair upstate and personally picked up the pieces he wanted for the space. There aren't many people running an organization with over 300 employees and five hotels who would go to those lengths."



Sean MacPherson at the Ludlow. (Photo by Michael Nagle)

In person, Mr. MacPherson exudes calm, almost to the point of withdrawal. A swoop of boy-bandish brown hair invites comparison to Peter Gregory, the introverted genius of HBO's tech parody, *Silicon Valley*. And there is just a whiff of surfer mysticism.

His mother, Janet MacPherson, was a champion surfer in New Zealand, where he was born. His father, Tim Murdoch, appeared in the classic surf film *The Endless Summer*. While Mr. MacPherson himself favors a short board when riding in Montauk, there was more to his upbringing than tasty waves and a cool buzz. "I studied philosophy and business," confesses the graduate of the University of Southern California. "But my mum was paying my way through college, and she was like, 'Philosophers drive taxis. Do something more practical.'"

Inexplicably, that advice prompted him to get involved with L.A. nightlife.

"I did some hip-hop clubs in the '80s," he recalls. "I did a little bar, and that really worked; I did a restaurant that was quite successful, and it just kind of continued to snowball."

Twenty-five years later, Mr. MacPherson still owns, in whole or part, eight bars in that city. But nettled by familiar Angelino complaints—the traffic, the one-industry town—he set his eyes on New York, opening the Park with partner Eric Goode in 2000.



"If you do something that is decidedly and determinedly cool or hip, it's probably not very hip." (Illustrations by John Jay Cabuay)

Shortly afterward, the building that would be the Maritime Hotel became available. Sept. 11 almost derailed the deal. But Mr. MacPherson and his partners stayed in contract for the property, even as its value plummeted and development everywhere else downtown ground to a halt.

"By the time we finished it, it was kind of the only hotel that came online," he recalls. "So it got a lot of attention and a lot of press interest. Timing actually worked for us quite well in the end, but it was quite scary in the moment."

Mr. MacPherson's own profile in New York was growing with the success of his business. In 2004, he caused a ripple in the fashion world by bringing then-girlfriend Daryl Hannah to a memorial service for Amy Spindler, the popular 40-year-old style editor of *The New York Times Magazine* who succumbed to cancer. Even in a room with Karl Lagerfeld, Anna Wintour, Diane von Furstenberg, Donna Karan and Helmut Lang, that turned heads.

Mr. MacPherson has also been romantically linked to the actress Gina Gershon. But this Memorial Day weekend marked the third anniversary of his marriage to Rachelle Hruska, 31, a striking blond Web entrepreneur. She is a founder of the social website *Guest of a Guest*, and they have two children, ages 2-and-a-half and 6 months.

"We got married out at Montauk, at Peter Beard's house, which was quite nice," says Mr. MacPherson. The math would suggest the couple made it official shortly after discovering they were pregnant.

"Yeah, you can figure that out," he says laughing. "We set out to kind of have children, get married. It happened quite quickly, it was just quite nice."



Pleated drapes over nets and super soft furnishings, MacPherson style at the Ludlow. (Photo courtesy the Ludlow Hotel)

Mr. Beard's wife, Nejma, was among the guests at last Wednesday's pre-opening dinner for the Ludlow, held in the raw space of its new restaurant, Dirty French. Guests milled for cocktails under exposed beams, as fringes of insulation fluttered from the maws of open ductwork. The white paint smelled fresh.

Manager Bruno Vergeynst, a compact Belgian who is a veteran of Andre Balazs's empire, darted around the edges of the group in a black suit. He says the hotel would have its first guests Sunday night, two days before the previously announced opening of June 3. He was relieved the property received no damage from a recent water main break, which flooded the basement of their near neighbor, Katz's deli.

The dinner was also a relaunch for Ms. Hruska's Guest of a Guest. Attendees included Downtown boldface names like designer Cynthia Rowley, Vito Schnabel and Mr. MacPherson's particular friend, the literary agent Luke Janklow.

"Sean just gets it," Mr. Janklow told the Observer earlier, via email. "Sean is voraciously curious, and he loves when things are right. I always joke that he, Serge Becker and I are super-gay straight guys when it comes to matters of design. And largely, he makes places he himself wants to hang out at. He loves the details, lighting, sight lines, music. Importantly, he loves people, so creating places where folks can live and drink deeply of life and connect is his art. When a complex social machine like a hotel sings, it is a great soulful satisfaction to him. He really cares about it and is very competitive; he wants his joints to be the swingiestest."

The elephant in the beautifully designed room is what's happening to the neighborhood outside. Even as the Ludlow jokes about its own "Trustafarian" aesthetic, new developments are still accused of taking the Lower East Side away from traditional residents. The Olsen twins turned the Bowery Hotel, when it opened, into a celebrity dorm. Will the same thing happen at the Ludlow?



"I never want to do something that smacks of being hip per se, and there's something nice about real things, real materials, real comfort and all that type of stuff."

Probably. When all the facts so far are revisited, the outlook for the star content of the Ludlow looks high, and we are not, at this point, discussing Michelines. In the past few weeks alone, the Mariton Hotel has become New York's No. 1 summer hot spot for the in-crowd; get in early or go home is the rule. Basic math prevents any more people cramming in there, so naturally, another MacPherson hangout a few blocks away is going to be appealing.

The hotelier is characteristically laid-back on the point; there are no plans for lavish opening parties. Instead, cleverly welcoming MacPherson tactics will go to work.

"Ludlow is about to start its soft opening. We plan to keep the prices low while we finish the hotel and open the restaurant. The Ludlow and its prices are meant to be accessible," added the hotelier. It is a bold but shrewd move to attract the kind of truly cool folk who look fabulous at the back tables but maybe share a half bottle of red wine for the entire night. No matter if their bills don't reach oligarch levels, their presence guarantees the atmosphere.

"I always like the mix of all these worlds, a café society of high and low," explains Mr. MacPherson, whose aim for the Ludlow is for it to build its own scene in a similar way to the other hotels in his group. Each place occupies a unique spot in its own neighborhood.

"The Bowery serves breakfast, lunch and dinner; we have quite a thriving restaurant and lobby scene," he says. "There's a lot of people living in the neighborhood who use it to have coffee and meetings all day long, and they very much see it through the prism of it being a perfect kind of canteen for the neighborhood."

It's a lovely vision of providing a service for the locals and accepting whatever fashionability might come along with it. This is the bounty of karma, like leaving a dish of cool water out for the neighborhood dogs in summer only to find it has attracted Cara Delevingne.

"Of course, we end up with some high-profile clientele, and that's part and parcel of what we do," Mr. MacPherson comments, with his unflappable, beachy serenity. "But it's definitely not the core of what we do. It's all part of it, and I think a place is more powerful if it does all of those things."

SCENE

June 4, 2014

room with a view: sean macpherson's ludlow hotel brings chic to the lower east side



Sean MacPherson's Ludlow Hotel, after several start-and-stop years, is finally coming in with a bang. And boy, it's beautiful. Entering the mosaic-tiled lobby, notice the exposed wood beams and custom chandeliers. Lounge a bit inside the courtyard's secret garden, soon to be overgrown with greenery, before ambling to Dirty French (opening in July), the in-hotel restaurant by Chef Rich Torrisi of Major Food Group.

With properties like Waverly Inn, The Marlon Hotel, The Bowery Hotel, The Jane Hotel and The Park restaurant, MacPherson is by far New York's hippest hotelier. As with all of his other ventures, he is not only part owner but also sole designer of the Ludlow Hotel. And like those other properties—indeed, like Manhattan itself—the newcomer is a pastiche of influences from all over the world. Each room contains a black-and-gold Moroccan lamp handmade in Marrakech, beds from Portugal, rugs from India, locally sourced petrified wood nightstands from Organic Modernism and chairs from the Carolinas. That's to say nothing of the more-than-ample bathrooms, replete with rain showers and some with soaking tubs.

The star of the regular rooms is the Skybox Loft. Though the layout might initially cause flashbacks to cramped rooms of thriller days, two steps in reveal a sitting area with wraparound windows. The view stretches 180 degrees from the Williamsburg Bridge to the Financial District.

If group stays are more your thing, the suite level may be for you. Each offers two rooms: one with a queen and the other with a rollout bed. Want to really amp things up? Stay in the Rockstar Suite. With 1,000 square feet of living space and a 1,100-square-foot balcony, it takes up the vast majority of the 17th floor. And if that's somehow still not enough space, you can easily rent out the floor's two other rooms, giving your group all the privacy you could ever dream of in New York.

Though the Ludlow Hotel has undergone a tortured birth, as they say on Broadway, a bad dress rehearsal foretells a great opening night. Come June 1, that opening night will have at long last arrived.

May 30, 2014

SHERMANSTRAVEL BLOG

Checking In: New York City's Newest Hotels

May 30, 2014 by [Karen Gardiner Dion](#)



The Lobby

While New York City is well known for its astronomical hotel rates, new properties are opening at an incredible speed. Whether this will lead to lower rates is anybody's guess, but we're hopeful. Here is a selection of four of the most recent openings in the city (with rates that begin at an affordable \$165 a night) and four more to look forward to later in the year:

Three New Openings

Archer New York

Archer opened this week in the Garment District. The 180-room boutique hotel has a restaurant by [David Burke](#) and a 22nd-floor rooftop bar, as well as a few interesting quirks. Guestrooms feature four different design palettes, and amenities include a house deck of playing cards featuring etiquette tips. Following the those etiquette tips have a financial as well as spiritual reward: if a member of the Archer team observes a guest displaying an act of kindness, courtesy, or etiquette from the deck of cards, they could receive a "Class Act" card worth \$10, which can be collected and combined, and used throughout the hotel, including the restaurant or bar. Weekend rates start at \$199.



The Ludlow

The latest property from hotelier Sean MacPherson (of the Bowery Hotel, Marlon, The Jane, and the Maritime fame) opens on June 1 on the Lower East Side. Opening rates start at \$165 for a Studio Full room, while the 15th-floor, 325-square-foot Loft King with Terrace goes for \$335. Amenities include a covered garden and a restaurant by chefs Mario Carbone and Rich Torrisi of **Torrisi** and **Carbone**.

citizenM Times Square

This Dutch company has hotels in Amsterdam, London, and Glasgow, and its first U.S. property opened in early April. Retaining the brand's youthful sensibility and reasonable rates, the Times Square property features a lobby filled with kitschy artwork, in-room tablets for controlling everything from the temperature to the art on the wall, and rates that start at \$199.

Four More on the Horizon:

Knickerbocker Hotel

This one is not exactly new. The original Knickerbocker Hotel opened in 1905 and hosted the likes of John D. Rockefeller. It's also thought to have been the birthplace of the original martini. It's been closed since 1921, though, and so its fall 2014 rebirth will be a welcome return. The hotel will have 330 rooms, a restaurant by Charlie Palmer, and a rooftop bar. Let's hope it's still sunny by the time it opens.

Marmara Park Avenue

Occupying a converted 1927 building on a quiet corner in Midtown South, the Marmara Park Avenue will offer 128 guestrooms including 40 with private terraces. With longer-term guests in mind, the hotel will also have apartment-style rooms with fully outfitted kitchens. Reservations are open from October 1 at \$485 per night.

SLS New York

Slated to open in the NoMad neighborhood this fall, SLS New York will be glitzy like its sister hotels in Beverly Hills and South Beach, and have a (likely very scene-y) rooftop bar.

Park Hyatt New York

Housed in the now-notorious 90-story One57 building (a crane collapse during construction made headlines during Hurricane Sandy), New York's first Park Hyatt is taking bookings beginning in August. As befits the luxury brand, the lowest available rates start at \$698. Before shelling out in the expectation of grand Central Park views, however, it's worth noting that the hotel portion of this project, which also includes condominiums, will be located on the bottom 25 floors of the building.

October 23, 2014

NY STYLE: THE LUDLOW HOTEL



The Ludlow hotel is a charming place located in Lower East Side of Manhattan, New York City, surrounded by chic restaurants and bars. The hotel is set in a historical building with a red bricks facade and marble mosaic floors at the entrance. The hotel's owners Sean MacPherson, Ira Drukier and Richard Born selected the elements that decorate the hotel, such as modern furniture, handmade silk rugs and Moroccan pendant lamps.

The hotel offers 184 rooms and suites each with views of the area and some with terraces. The rooms contain Indo-Portuguese style beds, upholstered vintage chairs, marble tables and black-and-white bathrooms. The Ludlow Penthouse has large windows, a sitting area and a private terrace to enjoy the amazing view of Manhattan.

Guests can enjoy the vibrant neighbourhood, which is constantly active with cultural, artistic and fashion events, grab a drink in the lobby Bar or try the Dirty French restaurant which is located on the ground floor of the Ludlow hotel, a New York style bistro opened from breakfast until late, that offers classic French dishes made with modern techniques.

Info: <http://ludlowhotel.com/> - Room price: double room from \$325 incl. breakfast and Wi-Fi







THE STANDARD

November 2, 2014

New York City travel guide: what's new in New York

By Lance Richardson Nov. 2, 2014, 12:15 a.m.



Start spreading the news: The Big Apple. Photo: iStock

Before it was New York, it was New Orange, and before that, New Amsterdam. It has always been "new" something, a city obsessed with newness, with novelty and progress, the capital of the New World. One street in New York goes through greater transformation in a single year than some European neighbourhoods do in a decade.

This can be bad: the furious urge to remake, like successive drafts of a work in progress, has led to the destruction of some truly stunning buildings, as well as increasing rents as affordable spaces are pulled down to satiate a voracious market addicted to luxury. But on the upside, it also means the city is never boring. Just when you think New York is getting old, it has a costume change and comes out dazzling.

So the question is, what's next? Where is the next best hotel, the most fashionable museum? What's the latest food trend, now Dominique Ansel has given away his recipe for the infamous half-croissant half-doughnut "cronut"? People are always lining up for something in New York. Here are a few new places to start.

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

2,500,000 unique monthly
visitors

THE HOTELS

New York is on target to have more than 105,000 hotel rooms by the end of the year. To put that in perspective, most hotel rooms are designed for at least two occupants so, come December, the city will be capable of housing at least a quarter of a million visitors every single night – and that's not including the hundreds of apartments on [Airbnb](#). Travellers have never had more choice when it comes to places to sleep in the city that never sleeps.

 The trendiest new Manhattan option is [The Ludlow](#), on the Lower East Side. Built in a once-derelict factory, the Ludlow attempts to mix the neighbourhood's unmistakable culture – grungy yet artistic – with international trimmings such as silk floor rugs from India and Moroccan lamps.

Balconied rooms also offer a perspective on the Manhattan skyline that is very different from the familiar silhouette of Midtown, making this a welcome alternative for anyone looking to find an offbeat experience. Not that there is anything wrong with Midtown, though.

Indeed, the 10 blocks beneath Central Park continue to boom with some of the most coveted new addresses in the city. Chief among these is One57, a wavy glass monolith with a penthouse that recently sold for more than \$US90 million. For those of us who are not Russian oligarchs or hedge-fund tycoons, the new [Park Hyatt New York](#) occupies the first 25 floors of the building and offers 210 lavish rooms.

This is the most luxurious New York hotel to open in years: Expect miles of marble, museum-grade art work, fresh flowers in the suites, and a pool with underwater music curated by Carnegie Hall. For a slightly cheaper alternative, check out the nearby [Viceroy New York](#) or [Quin Hotel](#), both of which opened their doors in the last year.

Travellers wanting to stay in the centre of the action will be happy to hear that Times Square is getting a hotel upgrade too. [The Knickerbocker](#) was opened by John Jacob Astor in 1906, and became a haunt of Rockefeller and F Scott Fitzgerald; the martini is rumoured to have been invented here. After a massive multimillion-dollar renovation, the hotel will launch some time before December, at which time it will become the premier address in the "crossroads of the world" – particularly for its expansive rooftop bar.

May 2, 2014

Sean MacPherson to Open Cool New Ludlow Hotel on NYC's Lower East Side

Sean MacPherson has a kind of magic touch when it comes to hotels and restaurants; every property he opens instantly becomes the hottest place in town and stays that way. Now the man behind the Bowery Hotel, Jane Hotel, Waverly Inn, Swingers, Jones, and El Carmen is opening a new boutique hotel in New York's Lower East Side.

The Ludlow is slated to host its first guests in June on Ludlow St., a once gritty but now mostly gentrified neighborhood. MacPherson is partnering with developers Ira Drukler and Richard Born, backers of Robert DeNiro's Greenwich Hotel and the famed Mercer Hotel among others, on the new project. Formerly an abandoned building, the new hotel will have 184 rooms including 20 plush suites. It will also be home to Dirty French, a restaurant from the owners of Torrisi, Parm, Carbone, and ZZ's Clam Bar.



The hotel's red-brick entryway will be accessed by a set of steel and glass doors opening to oak paneled-walls, marble mosaic floors and a massive distressed-limestone fireplace. Glass walls will offer views of the bluestone-paved back courtyard, a rare feature in city properties.

Rooms will feature hardwood floors, handmade silk rugs, petrified wood nightstands and marble-topped tables, all hand selected by MacPherson himself. The mini-bars will hold artisanal and locally-made offerings. The most exclusive accommodation will be the Rockstar suite with wraparound windows and an 1,100-square-foot terrace. Currently their website is not fully up and running, however you can still book a stay and comb through the room types using the Reserve button on their splash page.

May 26, 2014



New York's Lower East Side: five must-sees in this overlooked 'hood

KARAN SMITH

Special to The Globe and Mail

Published Monday, May 26 2014, 4:05 PM EDT

Last updated Monday, May 26 2014, 5:40 PM EDT

1 comment



"It's still fairly raw," says New York hotelier Sean MacPherson on the appeal of the Lower East Side. "Whereas neighbouring Williamsburg has been developed, it's past tense. This is evolving. It still feels like New York from years ago. There aren't a lot of smoothie shops and high-end espresso bars, yet."

While some hotels try to stand out, MacPherson and his partners want to blend their properties in, echoing the locale's architecture and vibe. MacPherson's **Ludlow Hotel**, opening June 3, follows that ethos in the Lower East Side with nods to both its immigrant roots and current nightlife vibe; hence the building's factory casement windows and expansive Rockstar suite. "We tried to make it feel as if it was a family member," MacPherson says. Here, he shares his favourite spots in the neighbourhood.

This interview has been edited and condensed.

Click any marker to see more information.



News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

3,600,000 unique monthly visitors

1. Ludlow Guitars



Photo: Tama/Getty Images

"I love Ludlow Guitars, which is virtually next door to us. It speaks to the rock and roll history of the neighbourhood. There's been a lot of music that came out of the downtown New York, whether it's the Ramones, or Velvet Underground, or even Blondie." ludlowguitars.com

2. Russ & Daughters



Photo: Nicole Benet/ONYX

"It's a classic place that specializes in smoked fish and all sorts of Jewish delicacies. It's all white, very clean, very precise. It feels as if you're stepping into the 1930s. It's quite beautiful. It's also next to Katz's, which is the quintessential downtown deli. Russ & Daughters and Katz's are like cousins." russanddaughters.com

3. Katz's Delicatessen



Will Steeby/NYC & Company

"Katz's deli is the more raucous cousin in that it's a big, busy, bustling machine that delivers pastrami sandwiches. It's been doing it forever. It's fun and classic. I'm a vegetarian. But I can appreciate it what it does and what it stands for." katzsdelicatessen.com

4. Clayton Patterson Outlaw Art Museum



"There's a guy one block behind us, [Canadian born] Clayton Patterson, who has a collection of all his artwork and mementos of the Lower East Side. He's been in the neighbourhood since the seventies. He's photographed and documented all sorts of happenings throughout that time and collected weird detritus and mementos from that time. It's a cultural collection of this neighbourhood – sort of the Smithsonian of the Lower East Side." By appointment only. patterson.no-art.info

5. Tenement Museum



Julianne Schwarz/ NYC & Company

Side was the most densely populated place on the planet. There were all different waves of immigration at different times – Italian, Irish, Jewish, Eastern European. The museum brings a real sense of the history of the neighbourhood and the intensity of the experience of living in a tenement at the turn of the century. You have a real sense of just how hard people's lives were and how much they struggled and how much they really wanted to be in America." tenement.org

July 24, 2014



Openings Cheat Sheet

THE 12 BEST NEW BARS IN NEW YORK CITY

PUBLISHED ON 7/24/2014
BY ANDREW ZIMMER

2221



SHARE TWEET

NEW YORK

FRANCES DENNY

You know all about the [best new places to eat in NYC](#), but you *don't* know all about the best new places to *drink* in NYC. Or at least you didn't until you read this: a list of the 12 best new places to booze immediately after you've finished making spreadsheets for the day (or whatever people do at regular jobs that don't let you drink at your desk).

The NoMad Bar

NoMad

The NoMad has finally expanded its [award-winning](#) bar into a MUCH larger, bi-level, low-lit tavern with fireplaces and lots of leather. The deep cocktail list spans from classics like the Huntsman (vodka, Jamaican rum, lemon, Angostura bitters), to "Cocktail Explosions" big enough for 6-8 people. This is an article about drinking, so we're not gonna make *too* big a deal about this, but they also have one of the best new burgers.



FACEBOOK/BARCADE

Barcade (Manhattan)

Chelsea

It finally opened in Manhattan, so get over there for old-school video games mixed with a top-level beer bar that will make it hard to remember if "Middle Ages Dragonslayer" and "Upright Six" are beers, or video games. Hint: they're beers.

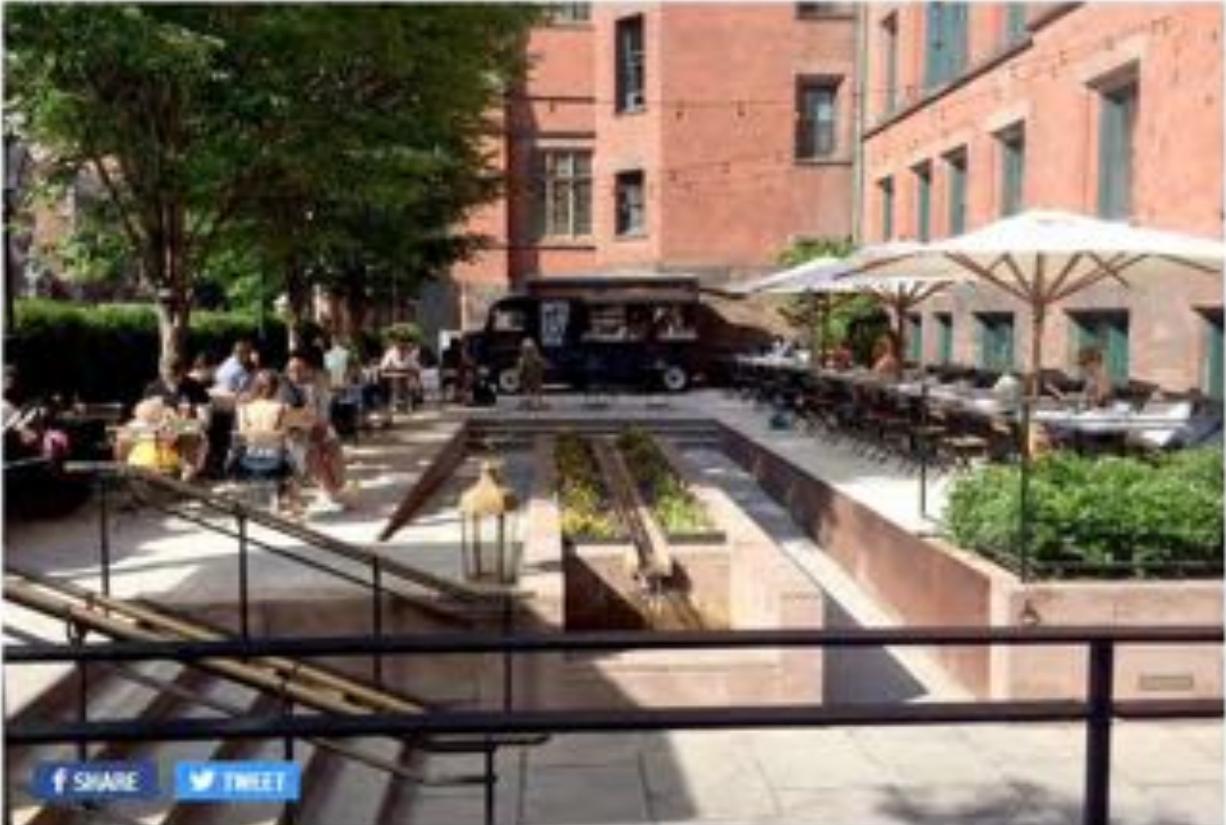


HANDY LIQUOR BAR

The Handy Liquor Bar

Soho

Named for an 1800s New Orleans bartender, this drinking den underneath [Chalk Point Kitchen](#) is throwing down the classic cocktail lounge & piano bar vibe with tufted leather banquettes, ornate chairs, bookshelves, and classic-ish cocktails. These include the Pueblo Old Fashioned with reposado, smoked jalapeño syrup, Patron cordial, and tamarind puree, and The Drugstore Cowboy with Rémy Martin, Disaronno, pineapple juice, homemade grenadine, Kona syrup, and sparkling water.



CHAMPAGNE CHARLIE'S

Champagne Charlie's

Chelsea

This outdoor terrace bar at The High Line Hotel is where you go when you have an afternoon with nothing to do but drink outside. They mostly have Champagne (with about one dozen on hand), but beer and wine are there if you want 'em, and eating includes oysters, burgers, and grilled swordfish.

Ludlow Hotel Lobby Bar

Lower East Side

In advance of its upcoming project, Dirty French (a French bistro in the Ludlow Hotel), the guys behind [Torrisi, Carbone](#), and [ZZ's Clam Bar](#) have opened a companion bar in the hotel. It's got a chilled-out, comfortable, a-little-too-glamorous-to-be-rustic vibe, and top-notch inventive cocktails like the Grand Prix with Japanese whisky, coconut vermouth, ras-el hanout (a North African spice mix) & bitters, and the Muddy Water with cumin rye, Irish whiskey, cinnamon, bitters & absinthe.



December 4, 2014



BEST NEW BARS 2014

NYC'S 11 BEST NEW BARS OF THE YEAR

PUBLISHED ON 12/4/2014 BY [ANDREW ZIMMER](#)

[@addzim](#)

3358



The holiday season is upon us, which means one thing and one thing only: you need places to drink. Might as well make them the very best places that opened in NYC this year. So here it is, after extensive "research", we've arrived at the 11 best NYC bar openings of the year.



News from...



3,420,645 unique
monthly visitors

The NoMad Bar

NoMad

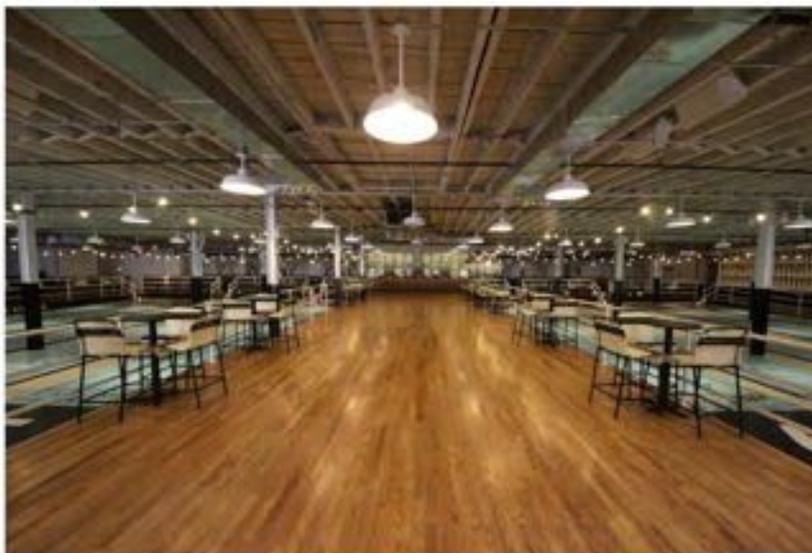
This bi-level spot has a wide breadth of offerings in categories like light-spirited, dark-spirited, and classic tipples, as well as a section of "reserve cocktails" for the serious drinkers, and gargantuan vase-like punch bowls for party people. Even if you aren't drinking (which you should be, since it's one of the [best new bars IN THE COUNTRY](#)), the amazing burger and pot pie are worth the trip, and the space is straight-up gorgeous.



Black Crescent

LES

Amazing cocktails (the Hempten Halter is a great move), a vibe that seems to work for both a quick dinner or drinks with friends (or a night out), and some of the straight-up best bar food we've ever had (including the best po' boy of the year and the beyond-on-point pastrami salmon) make this cocktail and oyster bar a must-hit. Also, the whole [best new bars in America](#) thing.



Royal Palms Shuffleboard Club

Gowanus

First of all, props to them for making people think about cruise ship shuffleboard at all. Second, this place is a ton of fun, with music, cabanas, tropical drinks, and of course shuffleboard. It's one of those places you need to go to at least once, regardless of your feelings on it, and no other bar that opened this year fits that bill.



Ludlow Hotel Lobby Bar

LES

The initial part of the Ludlow hotel's one-two punch with [Dirty French](#), this indoor/outdoor beauty serves excellent concoctions, like the Grand Prix with Japanese whisky, coconut vermouth, ras el hanout, and aromatic bitters; and the Imperial Planter's punch for two with Trinidad and Martinique rums, planters spices, fresh grapefruit, and lime juice.



4. LUDLOW HOTEL LOBBY BAR

This LES bar has a chilled-out, comfortable, a-little-too-glamorous-to-be-rustic vibe, and top-notch inventive cocktails like the Grand Prix with Japanese whisky, coconut vermouth, ras el hanout (a North African spice mix) & bitters, and the Muddy Water with cumin rye, Irish whiskey, cinnamon, bitters & absinthe.

📍 180 Ludlow St, New York, NY 10002 📞 212.432.1818



Grand Banks

Tribeca

It's closed for the winter, but this summer, this was the place you wanted to be for an amazing cocktail, amazing views, great oysters, and an opportunity to believe, for a brief moment, that you're the type of person who owns a yacht.



The Gilroy

Upper East Side

A welcome addition to the ever-improving UES drinking scene, this place doles out great bites like the Gilroy Wellington (beef Wellington, foie gras, and mushrooms), along with inventive "Fancy Drinks" like the Heart of Gold (bourbon, maple, grapefruit, smoked bacon salt rim), and an entire section dedicated to different Negronis, like the Nutcracker, loaded with white corn whiskey, Antica Formula, Campari, and walnut liquor.



Rocka Rolla

Williamsburg

For when you're not looking for a carefully constructed cocktail, or really anything more than a good time, this pretty-much-directly-under-the-BQE bar delivers what you need: good times, beer, shots, and a backyard food truck.



Dirck the Norseman

Greenpoint

A big, open beer bar with welcoming vibes, hearty fare, and a fully functional brewery working up the goods while you drink – it's a bit out of the way, but that just adds to its beer hall-y charm.



Sweetwater Social

Noho

Go for the amazing cocktails, or go for the great beer selection, or go to play foosball at an underground bar – just make sure you go, because it's awesome.



Fools Gold

East Village

It should be a law that at least one world-class beer bar needs to open in the city every year, and this spot fits the bill for 2014. It's got a custom, temperature-controlled tap system that flows with a ton of excellent beers, like Olvisholt Lava, Transmitter SY1, and RushingDuck War Elephant. Also, if for some reason you're here and don't want awesome beer, they've got a pretty interesting cocktail list and whiskey selection.

- 1. The NoMad**
1170 Broadway, New York
- 2. Black Crescent**
76 Clinton St, New York
- 3. The Royal Palms Shuffleboard Club**
514 Union Street, Gowanus
- 4. Ludlow Hotel Lobby Bar**
180 Ludlow St, New York
- 5. Grand Banks**
N Moore St, New York
- 6. The Gilroy**
1561 2nd Ave, New York

Map data ©2014 Google Terms of Use Report a map error

October 1, 2014

10 of the Best Urban Hotels

Wallpaper* @wallpapermag Oct 1, 2014



ANNIE SCHLECHTER

The Ludlow, New York, US The Ludlow is another hotel in the hospitality portfolio of Sean MacPherson and BD Hotels (see the Marilton Hotel next), though it's their first in the city's Lower East Side. Once a derelict building abandoned in the 1980s by its original developers after the financial crash, MacPherson saw potential in its solid red brick façade and factory casement windows and rescued it, transforming it with steel and glass doors, marble mosaic floors and a grand limestone fireplace in the lobby. The ground floor entrance leads straight through to a rear courtyard, a rare amenity in Manhattan. Opening Date: June 2014; Rates: From \$295 Address: 180 Ludlow Street; tel: 1.212.432.1818; www.ludlowhotel.com [CLOSE](#)

SHARE

4 of 11



News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

14,062,349 unique
monthly visitors

TRAVEL WEEKLY

THE TRAVEL INDUSTRY'S TRUSTED VOICE

June 23, 2014

NEWS

In New York, hoteliers striving for high style, average rates

By Danny King

NEW YORK — Here in the country's most lucrative hotel market, \$300 is the new \$200. And 200 square feet is, well, big.

With the city breaking its own records for annual visitors each year, hoteliers continue to either open new properties or reimagine older ones in an effort to draw visitors looking for something beyond the larger brands.

And many of the newer properties are trying to go the boutique route, though with design motifs ranging from Belle Epoque to out-and-out futuristic, the term "boutique" is getting harder and harder to define, especially in Manhattan.

Two of the newer hotels that might best fit the "traditional boutique" bill are the Archer New York and the Nylo New York City.

The 180-room Archer opened last month in the rapidly developing Herald Square area and, like the Refinery Hotel down the block, includes nods to the neighborhood's garment industry, complete with lobby couches made of pinstripe suit material. Owned and operated by LodgeWorks, it includes a bar and restaurant run by New York restaurateur David Burke, which is why the restaurant is called David Burke Fabrick. It features a 3-foot by 4-foot peach-hued Himalayan salt brick



The Novotel New York Times Square, left, and the Marlin, above, both recently completed multimillion-dollar renovations.

mourning above the kitchen opening.

The smallish rooms go the industrial-chic route and include kimono robes, bis-and-bers slippers (decorated with lipstuck and a mustache, respectively) and New York-centric books, while the 100-person rooftop lounge has "touch me" views of the Empire State Building to the south.

Mid-July weekend rates start at about \$250 a night.

The Nylo New York is a recent addition to a chaletlet that also has three properties in Texas and another in Rhode Island. The 282-room Upper West Side property was originally an apartment building when constructed during the 1920s before even-

tually becoming On the Ave hotel.

Paying homage to the neighborhood's jazz and arts pedigree, the hotel reopened last October under Highgate Hotels management after reclaiming part of its shaded exterior entryway for a multizoned lobby with library-like sections and a bar called LeCl.

The property's 16th-floor rooftop bar provides views stretching from the Hudson River to Central Park, while the hotel includes an outlet from West Village dim sum specialist RedFarm.

Mid-July weekend rates range from about \$220 a night to \$375 for the Skyline Penthouse.

Those looking for something a little more futuristic can check out the 230-room CitizenM New York Times Square. More or less following the lead of fellow European-based micro-room specialist Yotel, Amsterdam-based CitizenM made its U.S. debut in midtown Manhattan in March. The hyperdesigned 7-foot by 20-foot standard rooms include frosted-glass capsule-type bathrooms, violet soft lighting and room controls via tablet computer.

The futurist extends to the lobby, with splashy colors and registration pods (no front desk) overseen by a genial staff ready to help those not quite prepared for autonomous check-in. The 21st-story rooftop bar includes conversation-starters like its agoraphobia-inducing views (the outdoor patio extends right to the building's edges) and its wall-mounted moose head.

Mid-July rooms were selling for about \$225 a night.

Futurists can also head two blocks north on Broadway to Novotel New York Times Square. And while that hotel is neither new nor indie, the 480-room location gets

See **NEW YORK** on Page 28

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

Circulation: **37,733**



NEW YORK

Continued from Page 26

credit for both an \$85 million redo that was completed last September and its limited domestic brand exposure (it's the only North American hotel under Accor's Novotel badge).

The hotel eschews the industrial-chic motif altogether, as the architectural firm of Stonehill & Taylor (which also redid the Nylo) plays up the seventh-floor lobby

view over Broadway for all it's worth. Massive windows separate the 8,000-square-foot indoor area from a 7,500-square-foot outdoor patio that affords straight-shot views of Times Square to the south, and the "zoned" public space enables adults to nurse cocktails within earshot and eyesight of a high-end gaming area where the kids can play on large flat-screen TVs.

Rates start at about \$265 a night.

The aforementioned hoteliers are looking to find room to roam underneath the

\$500- to \$1,000-a-night rates many of Manhattan's luxury hotels charge, as demand for accommodations within the city's largest borough continues to rise. With this city attracting a record 54.3 million visitors last year, the Big Apple remains easily the country's most expensive hotel market. Last year, the city's occupancy rate of 85% edged out Oahu's 84% rate, while New York's average room rate of about \$259 a night was 24% more than No. 2 Oahu's, according to STR.



In order not to stray too far above that room-night average, some hoteliers are opting for style over size in Manhattan districts not traditionally associated with lodging options. Two examples are the Marlton Hotel and Ludlow Hotel, both owned by Sean MacPherson and the BD Hotels team (the Jane, Bowery, Mercer and Greenwich hotels and the two Pod hotels).

The Marlton, which was built on the eastern edge of the West Village in 1900 and once housed Beat Generation luminaries like Jack Kerouac and Neal Cassady, reopened in September after a multimillion-dollar renovation of the 107-room property brought in a Parisian touch and played up the hotel's history with its detailed moldings, dark wood floors and lots of brass.

Rates start at about \$235 a night for rooms that certainly qualify as cozy.

About a mile-and-a-half away, the MacPherson-BD Hotels team is soft-opening the Ludlow in a Lower East Side building whose prior developers walked away from the project about five years ago.

Stylistically, the 184-room Ludlow, a half-block south of Houston Street, combines industrial touches such as a brick-and-steel entryway with the warmer tones more often associated with properties such as the Marlton. The Ludlow includes Skybox Lofts that jut out from the rest of the building to provide three-sided window views of Manhattan and Brooklyn as well as a 1,000-square-foot Rock Star Suite that includes a 1,100-square-foot wrap-around patio.

In order not to stray too far above the city's room-night average, some hoteliers are opting for style over size.

Soft-opening rates start at \$165 a night through August.

Farther south, in SoHo, the stylish and slightly quirky Broome Hotel pushes its room rates slightly above that \$500 mark by using the supply-and-demand equation to its advantage.

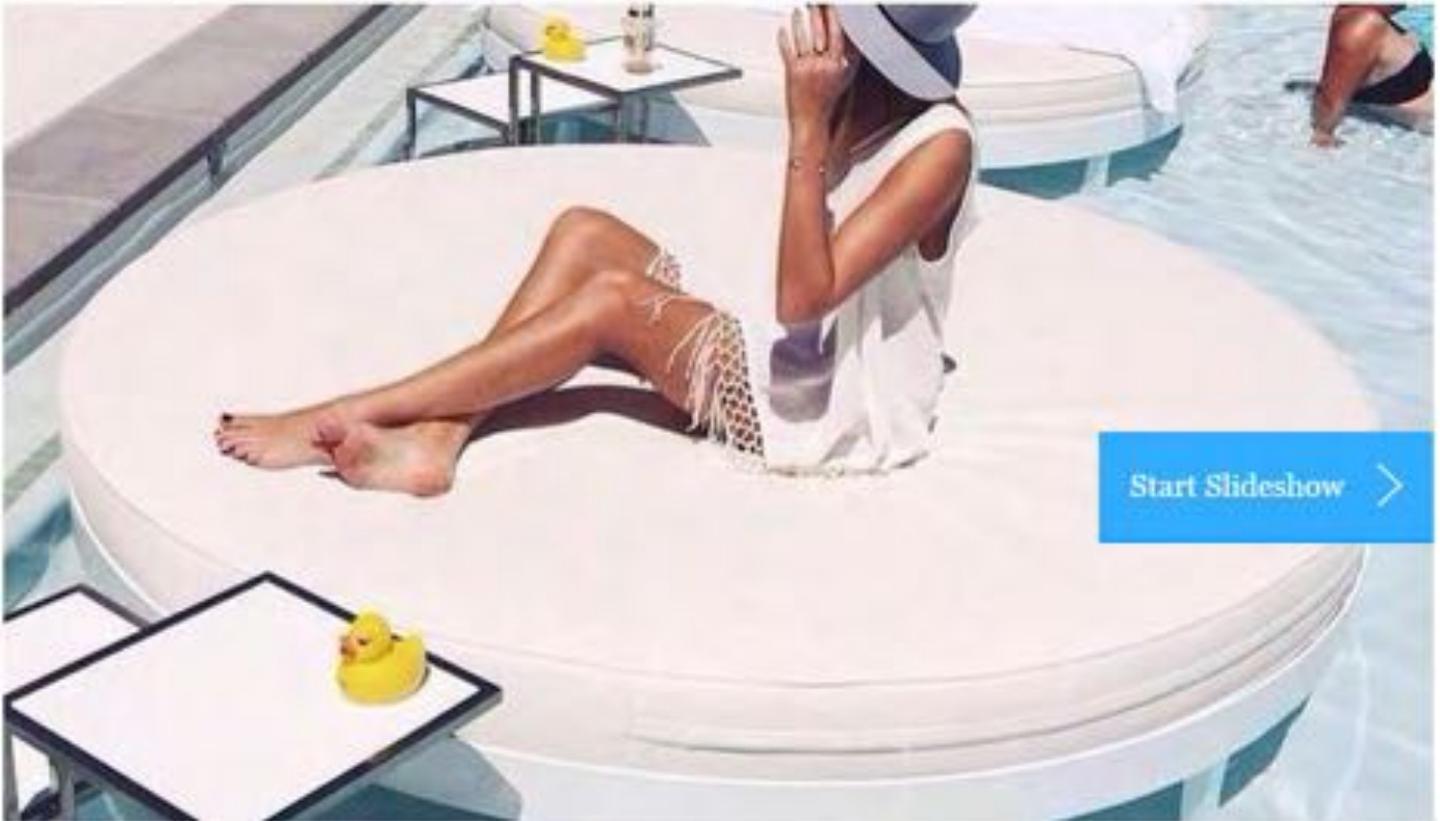
Billing itself as New York's smallest hotel, the 14-room property was opened this past Valentine's Day by a quartet of local restaurateurs, replete with a French Quarter-influenced central courtyard, a 7-foot-wide conference room and a gift shop area that steps up from the lobby into a 6-foot-tall section where goods like glow-in-the-dark playing cards are sold and signs implore guests to "Watch your head, watch your cash."

Rates start at about \$350 a night.

Finally, there's the Be Hotel, which sits in a thankfully still-scruffy section of Chinatown and was carved out of a building that once housed a large Chinese restaurant and other assorted tenants.

The 40-room property, which opened in April, goes modern-conservative with grayish/violet-hued approach for its rooms, and it includes requisite tech items like iPod docks and USB-connectable lamps. The hotel also houses a few 460-square-foot Deluxe Lofts that have two bathrooms each and can sleep as many as six (those rates are about double the \$260 starting rate for standard rooms).

August 29, 2014



The Hottest New Places to Stay, from Las Vegas to London



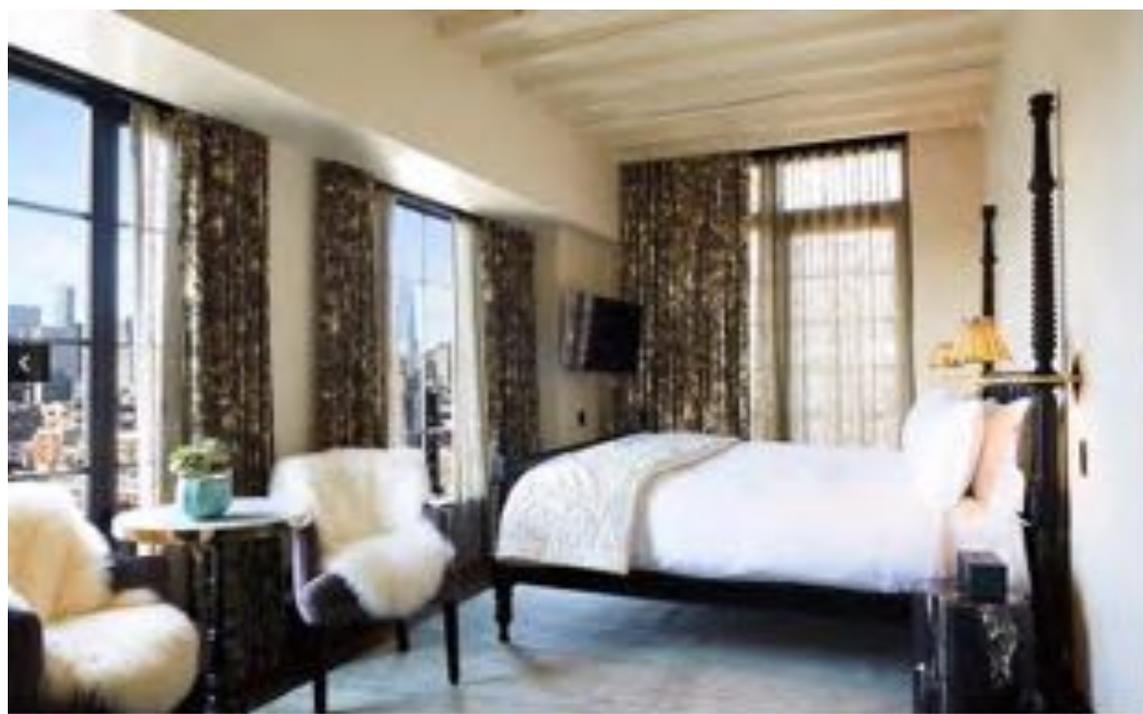
Sara Bliss
Writer
Aug 29, 2014
[Follow](#)

With a splashy new stunner in Las Vegas, a reasonably priced beachfront resort in Fiji, and a unique place to stay right in Denver's Union Station, this summer has been full of can't-miss hotel openings that will take you right into fall. So whether you want to savor the historic charms of the South in Savannah or play a round of golf in Honduras, we've got nine amazing new places that will make you want to jump on a plane.

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

1,700,757 unique monthly visitors



The Ludlow Photo

The Ludlow Hotel - New York City

All of Sean McPherson's properties — [the Marilton](#), [the Jane](#), [Bowery Hotel](#) — manage to have an under-the-radar-yet-totally-happening vibe that attracts the cool kids (think models, editors, designers). [The Ludlow](#) is no exception. The restaurant Dirty French from the team behind hot spots like [Carbone](#) opens September 4. An outdoor garden and a lobby designed to feel like the living room for the neighborhood will give guests and locals reason to congregate. Then there are the rooms, with Moroccan pendant lamps and sheepskin throws. One of the few high-rises in the area, expect unobstructed views of downtown from the higher floors.

TRAVEL & STYLE

May 14, 2014

Blog / May 14, 2014 / Share: [f](#) [t](#) [p](#) [g](#)

Hotel Opening: New York City's Edgy New Ludlow Hotel

Could the new Ludlow Hotel on the Lower East Side become New York City's new hot spot?



A sneak peek of a room in the new hotel. Photography courtesy of The Ludlow Hotel.

Hotel openings in [New York City](#) came nearly every month (if not more), but this is one to really take note of. Hotelier Sean MacPherson (and the man behind The Bowery, The Jane, and The Marlow) is set to open up his first Lower East Side hotel this June dubbed The Ludlow Hotel. The [hotel](#) vibe? Totally Lower East Side cool — a bit gritty, a bit urban but still charming, the 184-room spot will come with 20 suites (the “Rockstar” suite will surely be a popular choice with a huge terrace) that all have impressive New York City skyline views and witty touches like Maison Martin Margiela bath mats. The on-site restaurant will have a distinct French flair, and the hotel is ideal for those looking to do New York City like a local and less like a tourist (a stroll around the neighbourhood will find Katz’s Deli, Yonah Schimmel’s and the Tenement Museum, plus loads of [lively bars](#), clubs and vintage shops, and a quick walk to Williamsburg Bridge).

Expect this to be New York’s new hotspot come June.

Where to Find:

Ludlow Hotel
180 Ludlow Street, New York City, NY
(212) 432-1818, [ludlowhotel.com](#)

Traveller

October 3, 2014

New York City travel guide: what's new in New York



Lance Richardson | Oct 30 2014 at 4:00 AM



The September 11 Memorial and Museum. Photo: Alamy

So what's "new" in New York? In such a fast-paced city, it can be near impossible to keep up.

Before it was New York, it was New Orange, and before that, New Amsterdam. It has always been "new" something, a city obsessed with newness, with novelty and progress, the capital of the New World. One street in New York goes through greater transformation in a single year than some European neighbourhoods do in a decade.

This can be bad: the furious urge to remake, like successive drafts of a work in progress, has led to the destruction of some truly stunning buildings, as well as increasing rents as affordable spaces are pulled down to satiate a voracious market addicted to luxury. But on the upside, it also means the city is never boring. Just when you think New York is getting old, it has a costume change and comes out dazzling.

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

3,607,000 unique monthly
visitors

So the question is, what's next? Where is the next best hotel, the most fashionable museum? What's the latest food trend, now Dominique Ansel has given away his recipe for the infamous half-croissant half-doughnut "cronut"? People are always lining up for something in New York. Here are a few new places to start.

THE HOTELS

New York is on target to have more than 105,000 hotel rooms by the end of the year. To put that in perspective, most hotel rooms are designed for at least two occupants so, come December, the city will be capable of housing at least a quarter of a million visitors every single night – and that's not including the hundreds of apartments on [Airbnb](#). Travellers have never had more choice when it comes to places to sleep in the city that never sleeps.

The trendiest new Manhattan option is [The Ludlow](#), on the Lower East Side. Built in a once-derelict factory, the Ludlow attempts to mix the neighborhood's unmistakable culture – grungy yet artistic – with international trimmings such as silk floor rugs from India and Moroccan lamps.

Balconied rooms also offer a perspective on the Manhattan skyline that is very different from the familiar silhouette of Midtown, making this a welcome alternative for anyone looking to find an offbeat experience. Not that there is anything wrong with Midtown, though.



The Freedom Tower. Photo: iStock

Indeed, the 10 blocks beneath Central Park continue to boom with some of the most coveted new addresses in the city. Chief among these is One57, a wavy glass monolith with a penthouse that recently sold for more than \$90 million. For those of us who are not Russian oligarchs or hedge-fund tycoons, the new [Park Hyatt New York](#) occupies the first 25 floors of the building and offers 210 lavish rooms.

This is the most luxurious New York hotel to open in years: Expect miles of marble, museum-grade art work, fresh flowers in the suites, and a pool with underwater music curated by Carnegie Hall. For a slightly cheaper alternative, check out the nearby [Viceroy New York](#) or [Quin Hotel](#), both of which opened their doors in the last year.

Travellers wanting to stay in the centre of the action will be happy to hear that Times Square is getting a hotel upgrade too. [The Knickerbocker](#) was opened by John Jacob Astor in 1906, and became a haunt of Rockefeller and F Scott Fitzgerald; the martini is rumoured to have been invented here. After a massive multimillion-dollar renovation, the hotel will launch some time before December, at which time it will become the premier address in the "crossroads of the world" – particularly for its expansive rooftop bar.



The Statue of Liberty. Photo: Getty Images.

When it comes to museums and galleries, the most high-profile opening of the last year is the [9/11 Memorial Museum](#). Setting aside the endless controversy about the appropriateness of having a gift shop selling cheese platters and T-shirts, visiting this place is a sobering experience.

Exhibition spaces show portraits of the deceased as well as mangled artefacts – including the “survivors’ stairs”, which many people used to escape before the towers collapsed. Just as important to New York history is Ellis Island, an immigrant inspection station that processed millions of Europeans in the early 20th century. For the first time in 60 years, visitors can now tour the un-restored [Ellis Island Hospital](#), a ghostly complex of 29 ramshackle buildings that have been enhanced with installations by the innovative artist JR.



The Ludlow Hotel.



A stroll in the High Line Park. Photo: Alamy

TRAVELPLUS

THE SPIRIT OF LUXURY TRAVEL

May 10, 2014

Sean MacPherson makes NYC's Lower East Side debut with The Ludlow Hotel, opening June

May 10, 2014

Dirty French, New Restaurant from Carbone/Torrise/Zalaznick's Major Food Group, To Open on the Ludlow's Ground Floor



New York hoteliers, Sean MacPherson, Ira Drukier, and Richard Born, are making their Lower East Side debut with a new 184-room hotel that evokes the rich history of a neighborhood whose charm marches on.

The Ludlow, within wafting distance of Katz's Deli on the corner and strumming distance of Ludlow Guitars next door, feels born on the Lower East Side. Elegant and comfortable, but with artful rough edges and personal quirks, the hotel conjures the area's vivid history, from the "Gangs of New York" era to Jewish immigration to the wild art and music of the '80s.

But it's not just about the past. The Ludlow is connected to today's Lower East Side, a constantly changing crossroads of culture, style, and cuisine that's once again Manhattan's most pulse-quickening neighborhood. Sidewalks connect live music venues with scuffed-up street art, and welcome the burgeoning fashion scene of both young and vintage designers who are inspired by the neighborhood's raw, urban roots. Mom-and-pop shops sit beside chic restaurants and boisterous bars where longtime patrons and first-generation New Yorkers flock for an insatiable taste of the Lower East Side.

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

22,600 unique monthly
visitors

The Ludlow's eagerly awaited restaurant has been the talk of food circles for months. Dirty French will be the first French restaurant from Major Food Group, the group whose white-hot eateries include Torrisi, Parm, Carbone, and ZZ's Clam Bar. Operating from breakfast til late, Dirty French will feature rebooted, provocative Gallic classics – and embody the “distinctly New York style and swagger” extolled by The New York Times. Major Food Group partners Mario Carbone, Rich Torrisi, and Jeff Zalaznick will personally oversee the restaurant.

The Ludlow comes with its own New York story. MacPherson, Drukier, and Born rescued a derelict building that had been abandoned by its original developers after the financial crash. The Ludlow's solid brick façade and factory casement windows make it fit seamlessly onto its historic block.

For MacPherson, who first visited the Lower East Side in 1984, the Ludlow draws on his own experiences. “Along with layers of history, there was a grittiness and nervous energy,” he says. “You had a sense something could break out any minute, whether it was street art or a riot. I'd come from LA, and there was nothing like it.” Like the neighborhood itself, with its long heritage of welcoming newcomers, the Ludlow will make guests feel they belong here.

The trip starts at the Ludlow's red-brick entryway. Steel and glass doors open to oak paneled-walls and marble mosaic floors. A grand distressed-limestone fireplace dominates the lobby lounge – think Trustafarian meets Miss Havisham.

In an area long defined by its confines and tenements, The Ludlow will create an inviting public space on its ground floor. The lobby atrium harks back to the days when downtown lofts would house happening clubs or one-off parties with indescribable mixes of creative people. “Those spaces were magnets, and we're hoping this one will be,” MacPherson says. “We'd like to function as a living room for the neighborhood.”

Flooded with light, the ground-floor is cleverly designed with windows and glass walls to offer clear views from the Ludlow St. entrance straight through to the bluestone-paved back courtyard – itself a rare amenity anywhere in Manhattan.

Upstairs feels private and personal – like a New Yorker's downtown living space – with furniture and artisan touches hand-picked by MacPherson. Hardwood floors and handmade silk rugs complement artisan-crafted Moroccan pendant lamps and Indo-Portuguese style beds. “Tree-trunk” nightstands in petrified wood come from Brooklyn furniture temple Organic Modernism.

Between two plush upholstered chairs, a marble-topped bistro table in each room feels like a lucky find you might nab at one of Manhattan's antique flea markets. Supremely comfortable amenities include Bellini sheets from Italy and new, exclusive bath products from Red Flower. Locally sourced mini-bar offerings from some of New York's favorite hometown purveyors will include thoughtfully selected healthful options. Huge flat-screen TVs complete the rooms.

Sharp-eyed guests will recognize plush bathrobes and “Persian rug” trompe-l'oeil bathmats from Maison Martin Margiela, the cult Paris fashion label renowned for witty, subversive takes on luxe clothing and accessories. Full bathrooms with rainshower heads come standard, many also offer soaking tubs. All bathrooms boast black-and-white tilework and brass fixtures. Heavy wooden doors help muffle noise and add to a sense of place and history.

The Ludlow offers 184 guestrooms including 20 spectacular suites in nine configurations. Spaces will range from Full to Queen and King rooms, each with sweeping city views and many with a private terrace. A "Rockstar" suite with wraparound windows and 1,100-foot terrace, and "Skybox Loft" with designated sitting area, offers breathtaking vistas of New York's bridges and landmarks. The Williamsburg Bridge, in fact, is a quick walk from the Ludlow. Legendary smoked-fish emporium Russ & Daughters and knish haven Yonah Schimmel are steps away.

East-facing rooms also offer views of Tibor Kalman's famous "Askew" clock and the iconic "Lenin" statue outside Red Square, the striking modern apartment building around the corner on Avenue B.

Sean MacPherson and BD Hotels' other New York properties, each with a different experience of New York, include the Marilton, the Jane, the Bowery, and the Maritime.

About The Owners

Sean MacPherson and BD Hotel owners, Ira Drukier and Richard Born, are the trifecta behind the new Ludlow Hotel. Prolific hotel developers Ira Drukier and Richard Born are responsible for NYC's successful Pod Hotels, The Greenwich Hotel, and the Mercer Hotel, among many others. Sean MacPherson is the co-owner of esteemed properties including The Marilton (including Margaux restaurant), The Bowery Hotel (including the restaurant, Gemma), The Jane Hotel, The Maritime Hotel (including La Bottega restaurant), The Waverly Inn, and The Lafayette House. MacPherson continues to operate two Swingers restaurants, Jones restaurant, The Pikey, El Carmen restaurant, Good Luck Bar, Bar Lubitsch, and Roger Room, all in Los Angeles, as well as The Crow's Nest in Montauk.

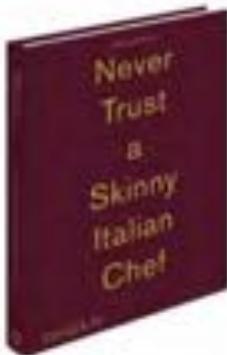
DE BANDEJA

ALEXANDRA FORBES



Massimo Bottura e o Papa

O carismático chef-proprietário da Osteria Francescana, em Modena - atualmente cotada número 3 no ranking World's 50 Best Restaurants -, está a mil com seu novo livro, *Never Trust a Skinny Italian Chef* (Nunca Confie em um Chef Italiano Magrelo), que será lançado em novembro pela Phaidon. "No final das contas, ele é mais sobre emoções do que comida", diz. Um outro projeto seu dará ainda mais o que falar. Imaginem a audácia: Bottura pediu a benção ao Papa Francisco para criar, na Expo de Milão, em maio que vem, um restaurante pop-up (em um antigo teatro no subúrbio da cidade) onde servirá comida feita exclusivamente de restos. Os "clientes" serão milaneses pobres e estudantes. Irão colaborar ninguém menos que Gaston Acrio, Ferran Adrià, David Chang, René Redzepi e... o próprio Papa.



Novo hit em Nova York

O hoteleiro mais cool dos Estados Unidos, Sean MacPherson - que tem em Manhattan o The Bowery, o The Jane e o Maritime Hotel - acaba de adicionar mais um à coleção: The Ludlow, no Lower East Side. Para tocar o Lobby Bar (acaba de abrir) e o restaurante Dirty French (que será inaugurado em breve), ele escalou os restaurantes mais hipados da cidade: Mario Carbone, Rich Torrisi e Jeff Zalaznick. O trio é dono de hits como Carbone, Torrisi e Parm. Vai bombar. ludlowtotal.com



"Este barolo é peixe, é sal, é rock'n'roll"

Carlos Abellán, chef catalão dono do Tapas24 e do Començ24, ao degustar um Rinaldi 2008

Winter 2014

woodbury

the must-read magazine for long island

WINTER 2014

all dressed up!
evening wear for every occasion



**FITNESS
BREAKOUTS**
TRENDS IN THE
MAKING

COLIN COWIE
ENTERTAINS US

**LUXURY
HOME
RENTALS**
THE NEXT WAVE
IN DESTINATION
TRAVEL

**GOTHAM
A LIST**
OUR ANNUAL
HOT SPOT
DINING GUIDE

HOLIDAY GIFT GUIDE

Bags. Scarves. Jewels. Games. Sports. Beauty. Toys. More.



**KIDS AND THE
POWER OF
KINDNESS**
**PREGNANCY
INFECTIONS**
**BOOKS YOU'LL
LOVE AND MORE!**

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

Circulation: 10,000

food fanatic



/ Special Bar /

Gotham A-List

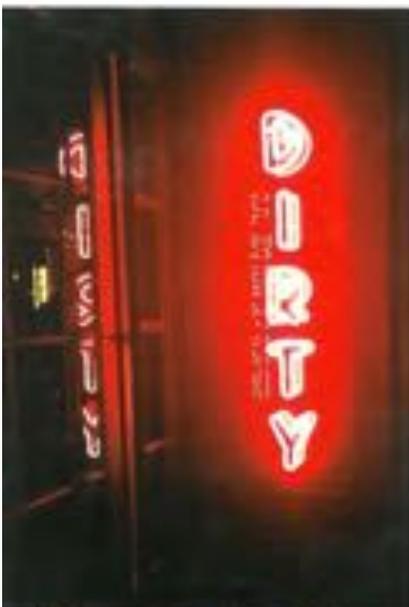


Manhattan's Farmer's Market

This season's latest crop of must-dine restaurants is a rousing and eclectic group. We've got the splashy spots manned by nightlife bigwigs like Serge Becker and TAO Group, the revamped classics with the re-opening of Tavern on the Green, the hoteliers' goldmines from the likes of Sean Macpherson and Andre Balazs, and the health conscious hotspots, perfectly in keeping with the ever-growing locavore trend, with the opening of Chalk Point Kitchen. Check out these and more in our look at the latest hot spot restaurants to hit the Manhattan dining scene.

by SHARON FEINSTEIN

food fanatic



QUARTER CUPBOARD FROM TOP RIGHT:
Cherche Mid, Chalk Point
Kitchen, Dirty French street
side view and Bird & Bubbles.

CHALK POINT KITCHEN

The latest from nightlife impresario and restaurateur Matt Levine, Chalk Point Kitchen is focused on farm-fresh ingredients with a trendy Mediterranean spin – think kale martinis. If you're out for a special occasion or looking to impress a date, call ahead as each checkered tablecloth-topped table is equipped with a mini chalkboard on which you can have a custom message written. After dinner, head downstairs where Levine has opened a lounge, The Handy Liquor Bar. Outfitted with a second bar (complete with a different drink menu from the upstairs restaurant), the lounge also has a list of small bites should you get a second wind for mere food. Set-up for lingering the seating is cozy, the lighting is dim, and there are old-school board games scattered throughout the welcoming space.

CHERCHE MIDI

Keith McNally isn't skipping a beat. With the closing of his iconic bistro Pastis comes the opening, in the space where Pulino's once was, of Cherche Midi. With his small 80-person eatery, the restaurateur does what he does best: French bistro food. There may not be anything ground-breaking on the menu (think steak frites, prime rib burger, crepes Suzette, soufflé...), but everything is executed to perfection. McNally has, after all, been pioneer bistro-cool for over three decades. Fittingly, while a solid menu is impressive, it's the ambiance that attracts the well-heeled and celebrity set to McNally's restaurants and with this spot's abundance of mirrors, leather booths, and mosaic tiles, Pastis fans will find all their favorite touches in a slightly cooler setting.

BIRDS & BUBBLES

In the ultimate high-low combination, Birds & Bubbles specializes in fried chicken and champagne. Tucked down some stairs on a fairly quiet Lower East Side block, the diminutive brick-walled space is made-up of two rooms and a back outdoor space. A large front bar is also on hand to accommodate those looking to forget the cozy spot's signature 48-hour brined, buttermilk-buttermilk, pan-fried chicken in favor of a bottle of Pol Roger or mixed drink (there's a long list of champagnes by the glass, wines, beers, punches and cocktails). What's perhaps most surprising about this small spot is that it's great for groups as the side room is set up to accommodate large parties – perfect given that their signature dish is a belly-busting WINNER, WINNER, CHICKEN DINNER, which comes with a whole chicken, three sides, and a bread basket brimming with buttermilk biscuits, challah rolls, and a melt in your mouth (read lots of butter), delicious jalapeno cornbread.

DIRTY FRENCH

Located in The Ludlow Hotel, Dirty French is Mario Carbone's latest spot. So even though it may not be Italian like Parn or Carbone, great effort has gone into perfecting the food. And because it's located in a Sean MacPherson hotel, the atmosphere can more than hold its own to the meal. In keeping with its name, the eatery takes a worldly-influenced approach to French cuisine – think Provençal with porgy, green tomato and cajun spices, lamb carpaccio with apricots and goat cheese, and pomme mille-feuille (a layered side dish made of thinly sliced potatoes), served on a stick instead of traditional pommes frites. Décor-wise it mixes Lower East Side's grungy-eclectic aesthetic (think exposed brick and metal light fixtures) with classic bistro chairs and tables (read bare bones, somewhat uncomfortable, and no tablecloths). With 100 seats, including a lounge/bar, this spot isn't huge and given the bigwigs behind it, make sure to call at least a week or so in advance for your reservation.

June 12, 2014

BEST SUMMER EVER

COMING SOON

10 Summer NYC Restaurant Openings You Need to Know

By Kelly Deblin

June 12, 2014



New season, new restaurants. Here's a look at 10 crucial eateries opening (hopefully) in the next few months — from a whole-hog Carolina BBQ joint in Bushwick to a new Roman-style pizzeria from Danny Meyer and Nick Anderer.

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

785,940 unique monthly visitors



Dirty French

This French-inspired project from the Tomasi crew — Mario Carbone, Rich Tomasi and Jeff Zalaznick — will open in the new Ludlow Hotel at some point this summer. While little is known yet about the cuisine, a press statement describes the offerings as “rebooted, provocative Gallic classics and embody the ‘distinctly New York style and swagger’ of the group’s food.”

Projected opening: Summer

Details: 180 Ludlow St.

Torrisi Team Opens Bar at Ludlow Hotel, Jeni's Splendid Pop-Up and More

By Patty Lee
July 1, 2014



Bottoms Up: The **Ludlow Hotel** cocktail bar from Major Food Group — the team behind **Tomis** and **Carbone** — makes its debut tonight. Bar vet Thomas Waugh (**ZZ's Clam Bar**) worked on the cocktail list, which features tipples like the Muddy Water (cumin-rye, Irish whiskey, cinnamon) and L'usine (banana chip-black rum, coffee bean vermouth, amaro). Their Gallic-themed restaurant **Dirty French** is slated to open later this summer. [\[Eater NY\]](#)

Cream of the Crop: Ohio's cult-favorite parlor **Jeni's Splendid Ice Creams** is setting up shop at **Gotham West Market** this summer with flavors such as wildberry lavender, lemon froyo and milk chocolate Bombay (a New York exclusive). In other frozen treat news, **Oddfellows Ice Cream Co.** will hand out a free scoop of its special Independence Day flavor at the East Village location on July 3rd and 4th.

Indoor Only: Restaurants in Long Island City are having a hard time getting approval for backyard seating since the local community board is concerned about increased noise pollution. [\[Brownstoner\]](#)

Counting Bagels: How much does your bagel-and-schmear habit cost? Around \$800 if you buy one every day. [\[Serious Eats\]](#)

Steak Swap: The recently-shuttered **Rothmann's** steak house will be replaced by the first New York outpost of **Charlie Palmer Steak**, which is set to open in September. [\[NY Post\]](#)

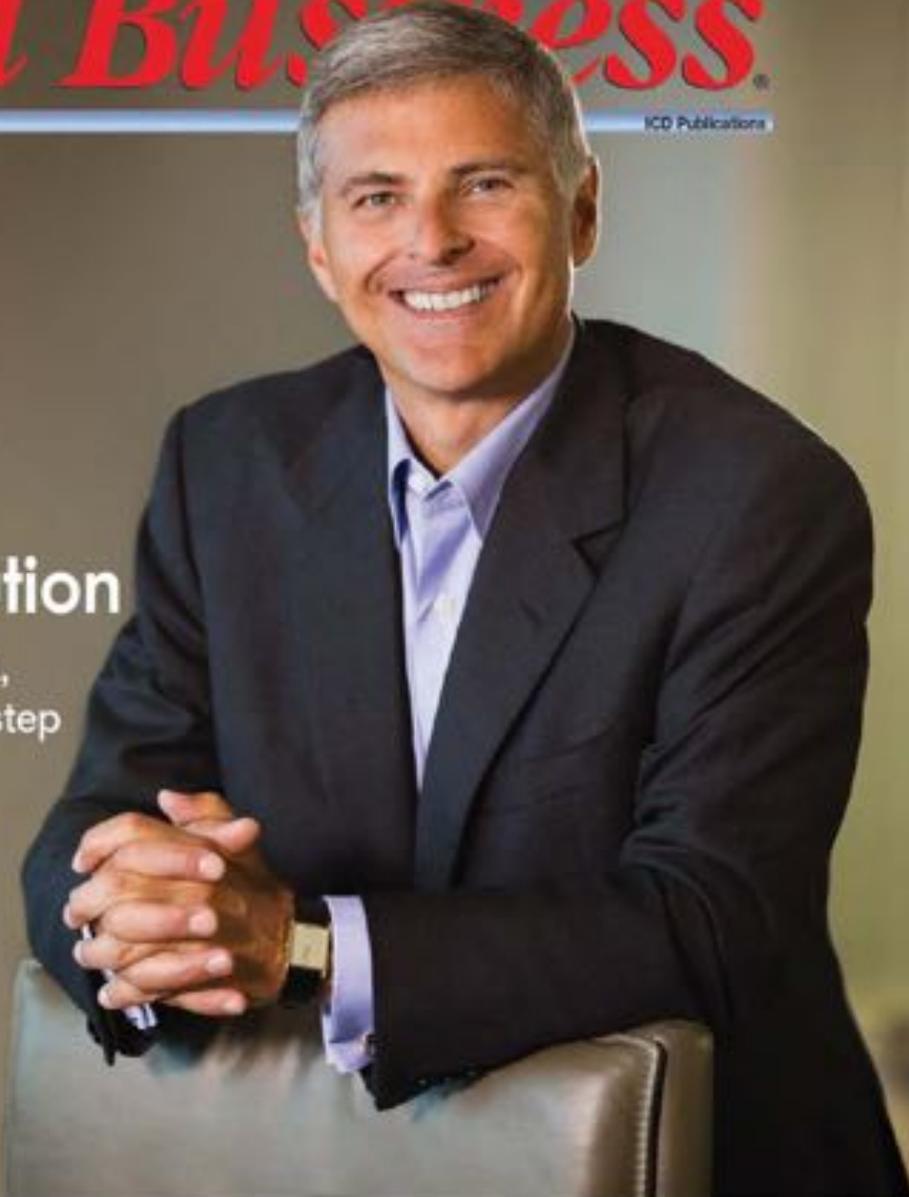
August 7, 2014

VOL. 29 NO. 12 AUGUST 7, 2014

Hotel Business

THE NEWSPAPER FOR LODGING DECISION MAKERS®

ICD Publications



Cultural Revolution
Under CEO Chris Nassetta,
Hilton is now marching in step

Franchise Report
franchise fees listing

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

Circulation: **40,500**

Traditional faucets and fixtures add a timeless design element

By **Marnie Mann**

NATIONAL REPORT—Traditionally speaking, contemporary-style faucets and fixtures have dominated the design

aesthetic of hotel guest bathrooms, especially in branded properties. But more recently, traditional-style options have emerged in guest baths for independent boutique and

lifestyle hotels, as well as luxury properties, offering a familiar, home-away-from-home feel.

Several boutique hotels in New York City have embraced this antique appearance.

When designing the guest rooms and bar at the NoMad Hotel, New York-based architecture and design firm Stonehill & Taylor added traditional fittings to the bathrooms to

achieve an "old-world charm and a sophisticated experience for the guest," said Sara Duffy, interiors associate, Stonehill & Taylor.

"We chose to use traditional faucets and fixtures to enhance the elegant feel of the hotel," Duffy noted. "The design concept for the hotel was old-world French with luxurious, modern twists. More and more often, our clients are asking us to rethink the bathroom idea, turning something utilitarian and often forgotten

continued on page 34



The Refinery Hotel features faucets and fixtures from LeRoy Brooks to help achieve an industrial-chic look.



The Marlow incorporates traditional faucets and fixtures throughout the guest bathroom space.

continued from page 32

into a unique space full of luxury and distinctive design."

The incorporation of traditional faucets and fixtures was also a key design element at the Refinery Hotel, an independent boutique property located in the heart of Manhattan's garment and fashion district. Stonehill & Taylor implemented an industrial-chic aesthetic while paying tribute to the building's history throughout the property. The rooftop bar and 197 guest bathrooms feature traditional faucets and fixtures from Lefroy Brooks.

"The overall design concept was to bring new life to the history of the property," said Stephanie Liu, associate, AIA, LEED AP, Stonehill & Taylor. "The building was a former millinery factory and we wanted to conceive an industrial design. For the bathroom faucets and fixtures, we felt it would be appropriate to go with a traditional, classic look."

An added benefit to including traditional faucets and fixtures in the design of the Refinery Hotel has been the positive response from guests. According to Liu, they have commented on the old-school, New York style and detailed textures of the faucets, which also complement the traditional sinks in the rooftop bar's bathroom. "We use these types of products as a new trend for luxury and boutique hotels," she said. "The boutique hotels want to have luxury products to impress the guest."

Liu added, "Traditional faucets and fixtures evoke the memory and experience of being inside a home, especially for guests who grew up with these types of fixtures. For example, the hot water and cold water have two separate handles, which offer an old-fashioned texture when you touch them, and that's one of the things we wanted to achieve."

Two other Manhattan boutique hotels that include antique-style faucets and fixtures as a nod to their historic roots are the 107-room Marlon and the 184-room Ludlow. Located in Greenwich Village, the Marlon was originally built in 1900 as a housing dormitory, which accommodated many well-known artistic figures during the peak of the area's bohemian scene. Hotelier Sean MacPherson designed the guestrooms of the Marlon entirely himself, paying tribute to the mid-range boutique hotel's rich history while targeting today's creative professionals, he said.

"I like the history of grand hotels and old-fashioned fittings, not just in terms of plumbing tasks but also the ethos of the place," MacPherson noted. "My goal is to build things that have classicism and are built to

withstand passing trends. Everyone can relate to classicism and that was the design intent."

The number of finishes available in traditional faucets and fixtures makes them an inviting option, the designers noted. Classic finishes such as brass, polished nickel and pewter, as well as warmer tones such as bronze and gold, are becoming popular choices for independent hotel guest bathrooms.

Before repurchasing, developing and designing the Marlon and Ludlow, MacPherson developed the Bowers Hotel in downtown Manhattan, which features unlacquered brass faucets in the guest bathrooms. "My favorite is unlacquered brass and how it patinas beautifully over time," he added.

Polished brass was the finish of choice for the NoMad. Stonehill & Taylor's Duffy said, "In general we are using more brass, antique bronze, nickel and blacked metals. We have been trying to move away from polished chrome." Liu prefers traditional metal finishes, such as satin or nickel and handles with white ceramic.

Manufacturers of traditional faucet and fixture products have taken notice of the recent shift in boutique hotels. "Traditional faucets are appealing because of the timelessness, because of the classic aesthetic," said Jessica Schroeder, senior product manager for bathroom faucets, Kohler. "It's a cool thing in hospitality to have pragmatic design inspired by historical products, mixed with today's technology. It brings something new and refreshing to the industry."

With a recent comeback of free-standing bathtubs in certain luxury hotels, the traditional styling of antique faucets and fixtures complements these tubs as opposed to contemporary products, according to Larry Brodey, president of JACLO, a manufacturer of decorative plumbing. Additionally, the company also offers antique-styled grab bars for ADA-compliant guestrooms to coordinate with these products.

"Everything old is new again," said Brodey. "I think traditional offers an old European look that is very rich and offers more depth and design than its modern counterpart. I'm happy to see the bath has gained more importance in the hospitality industry right now."

In addition to the aesthetic value of traditional faucets and fixtures, these products offer the same functionality as their modern style counterparts. Kohler and JACLO also offer a line of WaterSense-certified traditional faucets. "If a hotel is pursuing LEED certification, we offer low-flow aerators," said Schroeder. "As far as performance, quality is top of mind for Kohler."



Kohler's Artifacts faucet and accessories collection features a variety of traditional-style spouts and handles that can be mixed and matched in any combination.



Left: Inspired by the social, artistic and cultural happenings of the 1920s era, JACLO's flooring 20s line showcases a traditional style with classic design elements found on levers and spouts.

Above: Charleston by THG offers a high-polished finish and is available in a decorative smooth metal or twisted metal lever.



Evoking a 1920s vibe, Watermark Design's Paris faucet collection comes in solid brass with a 7 1/8-in.-high spout.



Hotel Business

April 17, 2014

The Ludlow to Debut in June in NYC

Thursday April 17th, 2014 - 10:37AM

NEW YORK—New York hoteliers, Sean MacPherson, Ira Drucker and Richard Born, are making their Lower East Side debut with The Ludlow, a new 134-room hotel that includes 20 suites in nine configurations.

According to the company, The Ludlow, set to open in June, will be elegant and comfortable, but with artful rough edges and personal quirks, conjuring the area's vivid history, from the 'Gangs of New York' era to Jewish immigration to the wild art and music of the '80s. In addition, The Ludlow will aim to connect to today's Lower East Side.



The rooms at The Ludlow will have a contemporary design.

The Ludlow's restaurant, Dirty French, will be the first French restaurant from Major Food Group, whose eateries include Torrisi, Parm, Carbone and ZZ's Clam Bar. Dirty French will feature rebooted Gallic classics. Major Food Group partners Mario Carbone, Rich Torrisi and Jeff Zalaznick will oversee the restaurant.

Housed in a formerly derelict building that had been abandoned by its original developers after the financial crash, The Ludlow features a solid brick façade and factory casement windows. In the lobby, steel-and-glass doors will open to oak-paneled walls and marble mosaic floors. A distressed-limestone fireplace will dominate the lobby lounge, according to the company. On the ground floor, windows and glass walls will offer clear views from the Ludlow St. entrance straight through to the bluestone-paved back courtyard.

Guestrooms will feature furniture and artisan touches hand-picked by MacPherson. Hardwood floors and handmade silk rugs will complement artisan-crafted Moroccan pendant lamps and Indo-Portuguese style beds. Other elements will include "Tree-bunk" nightstands in petrified wood from Brooklyn-based Organic Modernism, a marble-topped bistro table, Birelli sheets from Italy and new, exclusive bath products from Red Flower. Locally sourced minibar offerings from some of New York's favorite hometown purveyors will include healthful options.

Full bathrooms with rainshower heads will be standard, but many rooms also will offer soaking tubs. All bathrooms will have black-and-white tilework and brass fixtures.

Sean MacPherson and BD Hotels' other New York properties include the Marlon, the Jane, the Bowery and the Maritime.

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS



April 24, 2014

[Hotel News](#) / [New Hotels](#) / [Hotel Openings](#) / [BD Hotels](#) / [Manhattan Hotels](#) / [Sean MacPherson](#) / → [All Tags](#)

The Ludlow Will Open June 3rd at \$159 a Night

Where: [180 Ludlow \[map\]](#), New York, NY, United States, 10002

April 24, 2014 at 9:40 AM | by [KarenLouise](#) | [Comments \(0\)](#)



The Ludlow, the latest (and long-awaited) venture from [Sean MacPherson](#) and [BD Hotels](#) is now open for bookings starting **June 3rd**.

We see rates starting at a reasonable "Soft Opening" rate of \$159 for a Studio Full; \$289 for a Skybox Loft, and \$329 for a Loft King with Terrace. The hotel's 184 guestrooms (including 20 suites) will be available in nine configurations, all with city views and many with a private terrace. Rooms will feature hardwood floors, handmade silk rugs, artisan-crafted Moroccan pendant lamps and Indo-Portuguese style beds.

Amenities include Bellini sheets from Italy and new, exclusive bath products from Red Flower, while bathrobes and "Persian rug" trompe-l'oeil bathmats come from French label Maison Martin Margiela. Let's just hope for more space than at MacPherson's last hotel, [The Marlow](#).

You can also look forward to a lobby bar, covered garden and restaurant from [Mario Carbone](#) and [Rich Torrisi](#). And free WiFi.

[Photo: [The Ludlow](#)]

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

77,175 unique monthly
visitors



June 3, 2014

[Opening This Month](#) · [Hotel Openings](#) · [Hotel Opening Rates](#) · [Hotel News](#) / [New Hotels](#) · [→ All Tags](#)

Opening This Month: New Hotels for June 2014

June 3, 2014 at 2:39 PM | by juliana | Comments (0)

Finding a hotel room is easy. Simply go on the Internet or use your smartphone and voila! You're booked.

But if you are only interested in new hotels, then that's a different story. Luckily, you have us. And we're obsessed with new hotels. Here's a list of hotels that have opened or are opening this month (and a few that aren't going to make it.) Got a new hotel to add? [Send it to us!](#)

HOTELS OPENING IN JUNE 2014

· **THE LUDLOW:** At long last, Sean MacPherson's newest hotel project will open this Thursday, **June 5** with a special opening rate of **\$175 a night** for a studio queen which is just 215-sq.ft. You can upgrade to a studio king, at 325-sq.ft. for an extra \$40. The room rate includes free WiFi, Maison Martin Margiela robes, and a **gluten-free minibar**. However, the restaurant will not be open so room service won't be in service but there will be a continental breakfast served in the garden and lobby bar.

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

77,175 unique monthly
visitors

HOTEL CHIC[®]

- DESIGN - HOTEL STYLE TRANSLATED TO REAL LIFE - TRAVEL -

April 25, 2014

Sneak Peek: Checking out The Ludlow on the Lower East Side



The NYC hotel opening I'm most anticipating is the [Ludlow Hotel](#) on the Lower East Side opening in June. I interviewed owner/designer/hotelier Sean McPherson yesterday for a magazine assignment and got a sneak peek of the still in-construction hotel. His projects, like [The Marlon](#), [The Jane](#), and the [Bowery hotel](#) all manage to be reflective of the neighborhood they are in and incredibly cool (without feeling like they're trying too hard). The rooms have a laid-back vibe, boasting vintage and global elements like Moroccan pendant lamps, Indo-Portuguese style beds, and tree-trunk petrified wood nightstands from [Organic Modernism](#) in Brooklyn. Below are a few pics from the hotel and some of my pictures of the views. The rooms are seriously bathed in light (which you rarely see in NYC hotels). Many have incredible, sweeping downtown views. Can't wait to check it out again when the hotel is complete.

News from...

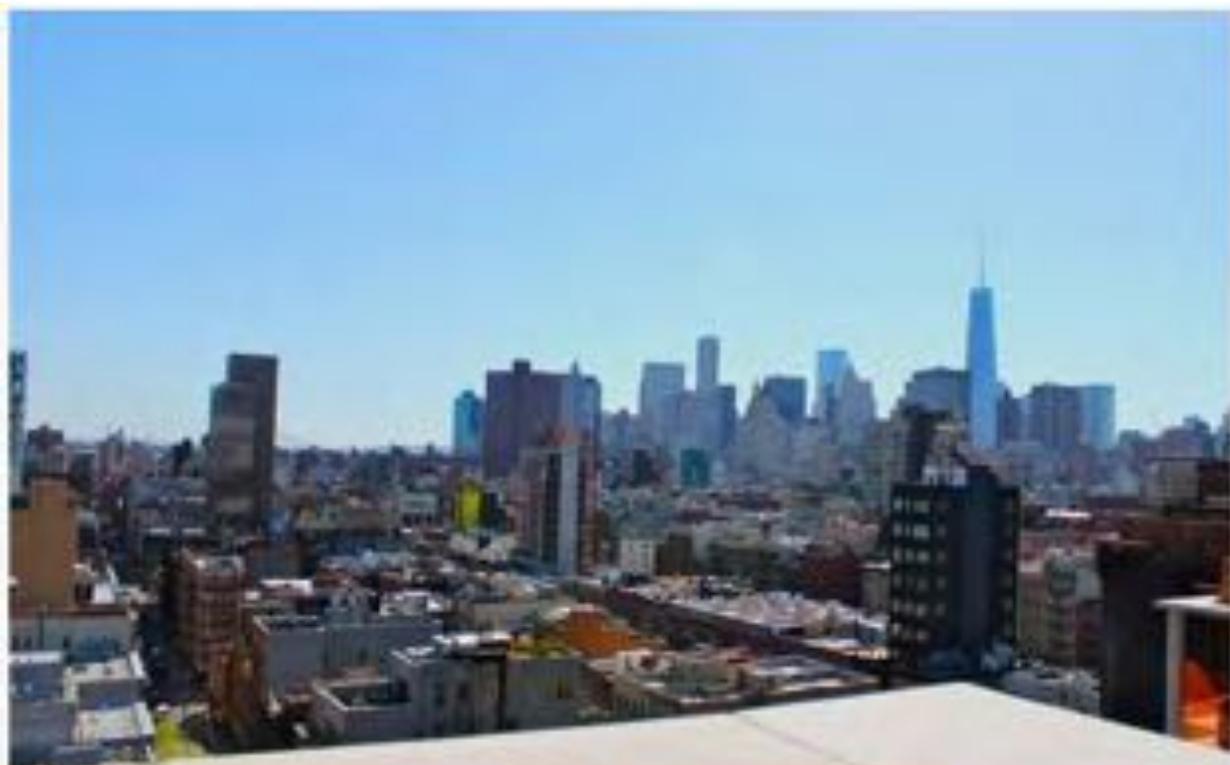
NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

12,387 unique monthly
visitors





The bathrooms feel like quintessential NYC bathrooms. The floors with gray and black mosaic tiles and gray grout are chic but totally practical too as they will stand up to serious use without showing it.







Amazing downtown views from every angle. The hotel is one of the few high rises in the neighborhood so you have views and amazing light in almost every room.

Images courtesy of The Ludlow and Sara Bliss

April 17, 2014

Latest Hotel From Sean Macpherson, The Ludlow, Captures The Lower East Side

Thursday, April 17, 2014

New York hoteliers, Sean MacPherson, Ira Drukier, and Richard Born, are making their Lower East Side debut with a new 184-room hotel that evokes the rich history of a neighborhood whose charm marches on.

 THE LUDLOW

The Ludlow, within walking distance of Katz's Deli on the corner and strumming distance of Ludlow Guitars next door, feels born on the Lower East Side. Elegant and comfortable, but with artful rough edges and personal quirks, the hotel conjures the area's vivid history, from the "Gangs of New York" era to Jewish immigration to the wild art and music of the '80s.

But it's not just about the past. The Ludlow is connected to today's Lower East Side, a constantly changing crossroads of culture, style, and cuisine that's once again Manhattan's most pulse-quickenning neighborhood. Sidewalks connect live music venues with scuffed-up street art, and welcome the burgeoning fashion scene of both young and vintage designers who are inspired by the neighborhood's raw, urban roots. Mom-and-pop shops sit beside chic restaurants and boisterous bars where longtime patrons and first-generation New Yorkers flock for an insatiable taste of the Lower East Side.

The Ludlow's eagerly awaited restaurant has been the talk of food circles for months. Dirty French will be the first French restaurant from Major Food Group, the group whose white-hot eateries include Torrisi, Farm, Carbone, and ZZ's Clam Bar. Operating from breakfast til late, Dirty French will feature rebooted, provocative Gallic classics – and embody the "distinctly New York style and swagger" extolled by The New York Times. Major Food Group partners Mario Carbone, Rich Torrisi, and Jeff Zalaznick will personally oversee the restaurant.

The Ludlow comes with its own New York story. MacPherson, Drukier, and Born rescued a derelict building that had been abandoned by its original developers after the financial crash. The Ludlow's solid brick façade and factory casement windows make it fit seamlessly onto its historic block.

For MacPherson, who first visited the Lower East Side in 1984, the Ludlow draws on his own experiences. "Along with layers of history, there was a grittiness and nervous energy," he says. "You had a sense something could break out any minute, whether it was street art or a riot. I'd come from LA, and there was nothing like it." Like the neighborhood itself, with its long heritage of welcoming newcomers, the Ludlow will make guests feel they belong here.

The trip starts at the Ludlow's red-brick entryway. Steel and glass doors open to oak paneled-walls and marble mosaic floors. A grand distressed-limestone fireplace dominates the lobby lounge – think Trustafarian meets Miss Havisham.

In an area long defined by its confines and tenements, The Ludlow will create an inviting public space on its ground floor. The lobby atrium harks back to the days when downtown lofts would house happening clubs or one-off parties with indescribable mixes of creative people. "Those spaces were magnets, and we're hoping this one will be," MacPherson says. "We'd like to function as a living room for the neighborhood."

Flooded with light, the ground-floor is cleverly designed wit

h windows and glass walls to offer clear views from the Ludlow St. entrance straight through to the bluestone-paved back courtyard – itself a rare amenity anywhere in Manhattan.

Upstairs feels private and personal – like a New Yorker’s downtown living space – with furniture and artisan touches hand-picked by MacPherson. Hardwood floors and handmade silk rugs complement artisan-crafted Moroccan pendant lamps and Indo-Portuguese style beds. “Tree-trunk” nightstands in petrified wood come from Brooklyn furniture temple Organic Modernism.

Between two plush upholstered chairs, a marble-topped bistro table in each room feels like a lucky find you might nab at one of Manhattan’s antique flea markets. Supremely comfortable amenities include Bellini sheets from Italy and new, exclusive bath products from Red Flower. Locally sourced mini-bar offerings from some of New York’s favorite hometown purveyors will include thoughtfully selected healthful options. Huge flat-screen TVs complete the rooms.

Sharp-eyed guests will recognize plush bathrobes and “Persian rug” trompe-l’oeil bathmats from Maison Martin Margiela, the cult Paris fashion label renowned for witty, subversive takes on luxe clothing and accessories. Full bathrooms with rainshower heads come standard, many also offer soaking tubs. All bathrooms boast black-and-white tilework and brass fixtures. Heavy wooden doors help muffle noise and add to a sense of place and history.

The Ludlow offers 184 guestrooms including 20 spectacular suites in nine configurations. Spaces will range from Full to Queen and King rooms, each with sweeping city views and many with a private terrace. A “Rockstar” suite with wraparound windows and 1,100-foot terrace, and “Skybox Loft” with designated sitting area, offers breathtaking vistas of New York’s bridges and landmarks. The Williamsburg Bridge, in fact, is a quick walk from the Ludlow. Legendary smoked-fish emporium Russ & Daughters and knish haven Yonah Schimmel are steps away.

East-facing rooms also offer views of Tibor Kalman’s famous “Askew” clock and the iconic “Lenin” statue outside Red Square, the striking modern apartment building around the corner on Avenue B.

Sean MacPherson and BD Hotels’ other New York properties, each with a different experience of New York, include the Mariton, the Jane, the Bowery, and the Maritime.

About The Owners

Sean MacPherson and BD Hotel owners, Ira Drukier and Richard Born, are the trifecta behind the new Ludlow Hotel. Prolific hotel developers Ira Drukier and Richard Born are responsible for NYC’s successful Pod Hotels, The Greenwich Hotel, and the Mercer Hotel, among many others. Sean MacPherson is the co-owner of esteemed properties including The Mariton (including Margaux restaurant), The Bowery Hotel (including the restaurant, Gemma), The Jane Hotel, The Maritime Hotel (including La Bottega restaurant), The Waverly Inn, and The Lafayette House. MacPherson continues to operate two Swingers restaurants, Jones restaurant, The Pikey, El Carmen restaurant, Good Luck Bar, Bar Lubitsch, and Roger Room, all in Los Angeles, as well as The Crow’s Nest in Montauk.

HOTELS

THE MAGAZINE OF THE WORLDWIDE HOTEL INDUSTRY

April 17, 2014

NEWS

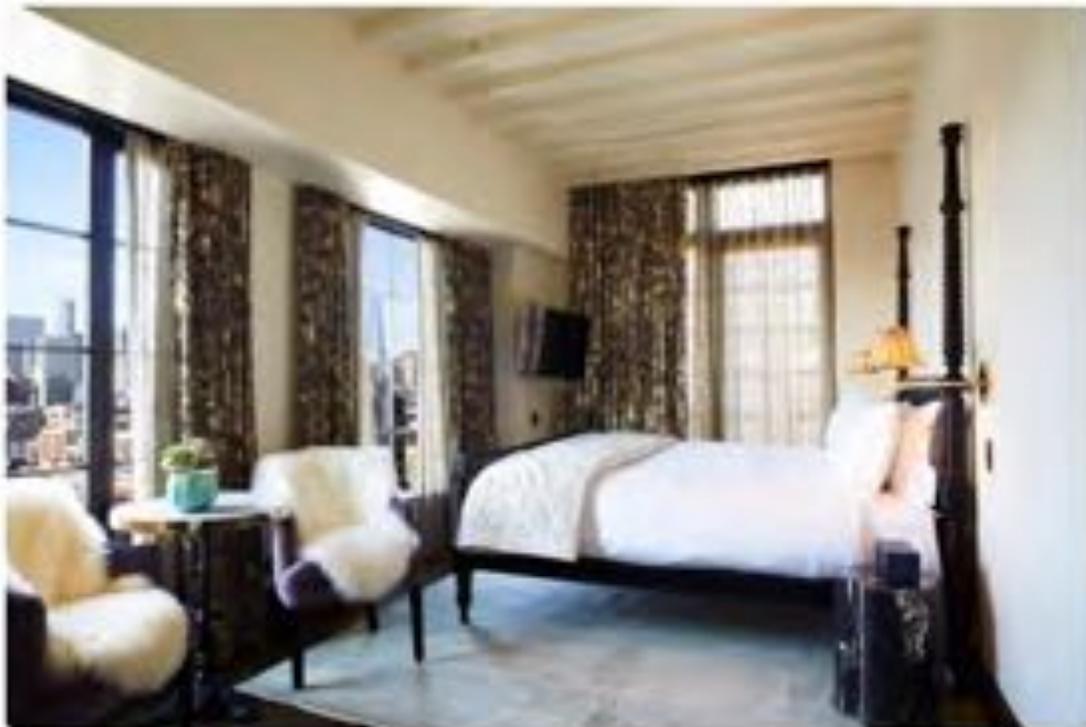
What's Hot: First glimpse of Sean MacPherson's latest

By Dani Friedland on 4/17/2014

Richard Born and Ira Druckler of BD Hotels in New York City have teamed up with hotelier Sean MacPherson to open in June The Ludlow in New York City. Here is a sneak peek at the guestrooms.

The 184-key property occupies a building with a solid brick façade and factory casement windows on the city's Lower East Side; the building's original developers abandoned it in the wake of the financial crash. The property draws inspiration from the neighborhood's edgy identity.

The red-brick entryway features steel and glass doors leading to a space with oak-paneled walls and marble floors. The lobby lounge's highlight is a distressed limestone fireplace. The property intends to create a "living room for the neighborhood" on its ground floor, with an atrium and views from the entrance on Ludlow Street through to the back courtyard.



News from...

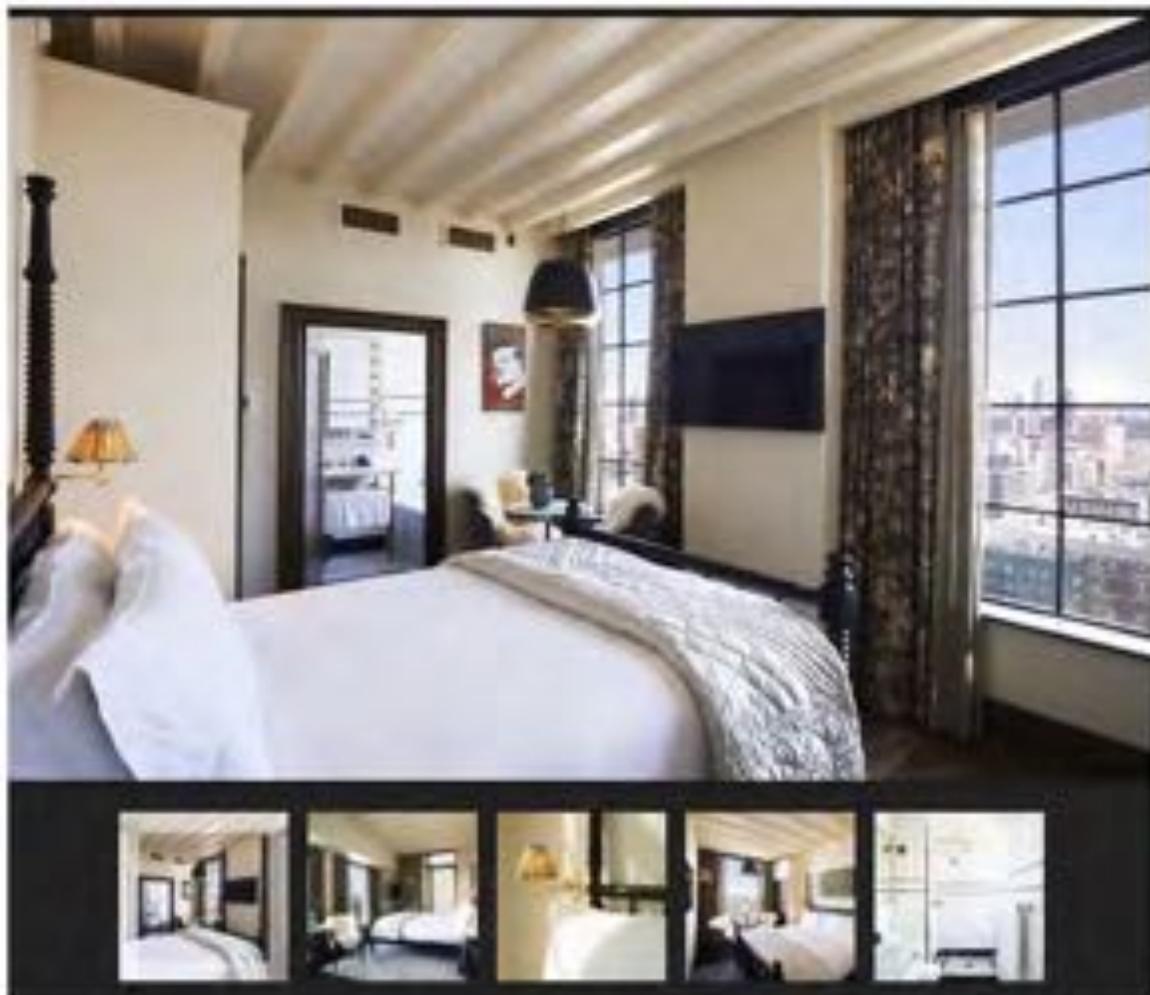
NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

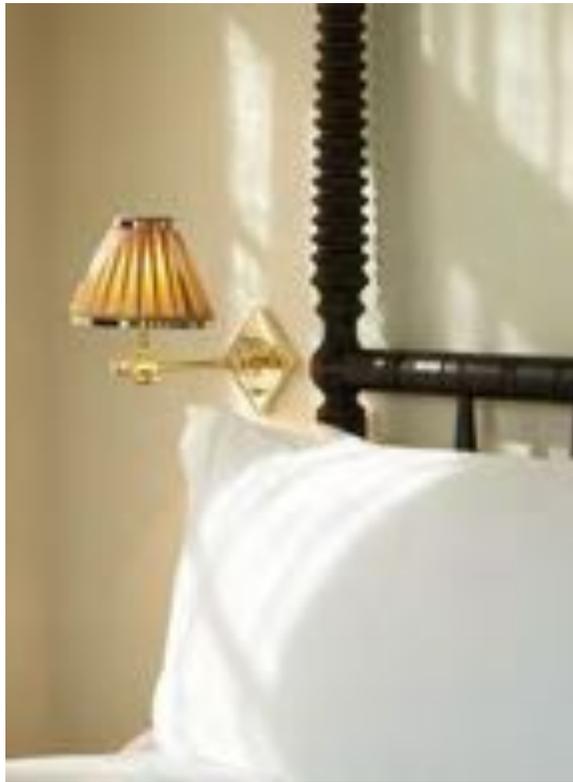
91,828 unique monthly
visitors

Upstairs, the accommodations have a residential feel, with a décor that includes hardwood floors, silk rugs, Moroccan pendant lamps, Indo-Portuguese-style beds, and tree trunk nightstands made of petrified wood. A marble-topped bistro table sits between upholstered chairs. The bathrooms have rain showers, black-and-white tiles, and brass fixtures; many have soaking tubs.

Of the 184 guestrooms, 20 are suites, with nine configurations available. All suites have views overlooking the city, and many have private terraces. The "Rockstar" suite features wraparound windows and a large terrace as well as a "Skybox Loft" with seating and views over the city's bridges and skyline.

Major Food Group will open its first French restaurant in The Ludlow. The restaurant, dubbed "Dirty French," will serve rebooted classic dishes overseen by Mario Carbone, Rich Torrisi, and Jeff Zalaznick.







HOTELS

THE MAGAZINE OF THE WORLDWIDE HOTEL INDUSTRY

September 30, 2014

Hot Openings: NYC boutique shows off local flavor

It's true in everything from food to design — local is in. And the more specific those accents are, the better. Referencing neighborhood icons — from art to famous people — has become part of the mandate for being “cool.” The Ludlow in Manhattan’s Lower East Side neighborhood is a perfect case study. The 184-key property is the brainchild of Sean MacPherson, Ira Drukier and Richard Born. They wanted the hotel’s aesthetic to be firmly rooted in the scruffy-meets-elegant feel of the area.

That meant blending luxurious objects like handmade silk rugs, artisan-crafted Moroccan pendant lamps and Indo-Portuguese-style beds in the guestrooms with more artisanal pieces. Nightstands that look like tree trunks contribute to the rough-hewn vibe that defines that aspect of the neighborhood. For the public spaces, the look drew on the atmosphere of a downtown loft.



News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

268,076 unique monthly
visitors

Leathers enrich the lobby lounge.

The hotel also is a visual record of MacPherson's own experiences. "Along with layers of history, there was a grittiness and nervous energy," he says. "You had a sense something could break out any minute, whether it was street art or a riot. I'd come from L.A., and there was nothing like it."









HOUSE & HOME

September 11, 2014

While I was in New York, I spent the weekend at the new [Ludlow Hotel](#) on the Lower East Side. The hotel, which is owned by the same team behind The Marlon, opened its doors in early June and was still undergoing construction when I was there, but any resulting inconveniences were overshadowed by the serendipitous moments that came out of the dust. After a maintenance man visited my room to monitor the air conditioning, he kindly snuck me up to the unfinished rooftop to take in the incredible view and peer into the windows of the still-unfinished luxury suites. Once the hammers and the drills fall silent, I will be back.

This is the courtyard, where I enjoyed breakfast.



And here some professional pics of the rooms.



News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

428,634 unique monthly
visitors



Photo credits:
1-10. Kimberley Brown
11-12. Ludlow Hotel

Author:
Kimberley Brown

NEW YORK, NORDAMERIKA

32°



Daniela Illich am 3.07.14

HOTEL & TRAVEL, GROSSES

WOHNZIMMER FÜR DIE LOWER EAST SIDE

Und schon wieder ein Hotel von **Sean MacPherson**. Nach dem **Marlon, Jane, Bowery** und **Maritime** bastelte er mit den **BD Hotels** erneut an einem New Yorker Schmuckstück: **The Ludlow an der Lower East Side**.

Lange ist das Ludlow schon angekündigt. **Anfang Juni** war dann endlich das **Soft Opening** in Manhattan. Eine erfreuliche Wendung für das ehemals heruntergekommene Gebäude, das **Pherson** und seine Hotelier-Kollegen, **Ira Drukier** und **Richard Born**, nach dem Finanzcrash von den früheren Besitzern übernommen haben. **Ziegelfassade und Flügelfenster** stammen noch aus den **50er-Jahren**, als **Pherson** zum ersten mal von **Los Angeles** an die **Lower East Side** kam und das Gefühl hatte, „irgendetwas beicht hier gleich aus, entweder **Straßenkunst** oder ein **Aufstand**“. Seitdem ist das **Viertel** zum **Ausgeh-Mekka** mit boomender **Fashion-, Konzert- und Restaurantszene** geworden. Und dem Ludlow mitendrins. Mit **Stahl- und Glastüren**, **Eichengetäfelten Wänden** und **Marmor-Mosaikböden**, die wunderbar zur lebhaften Geschichte des Hauses passen. Dazu hat der umtriebige Hotelier **Seidentepiche**, **marokkanische Lampen** und **indo-portugiesische Betten** drapiert. **Anfang Juli** startet er mit **Lobbybar und Garten**, das **galisch** inspirierte **Restaurant** mit dem Namen **Dirty French** eröffnet **Mitte August**. The Ludlow versteht sich schließlich als **Wohnzimmer** der **Lower East Side**.

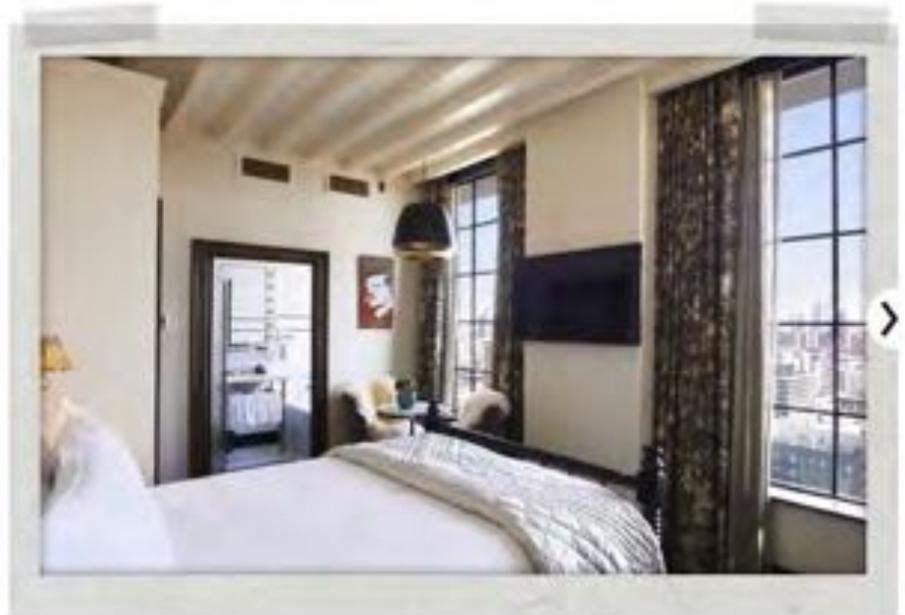


Bild 1 von 2

[nächster Bild](#)

The Ludlow im Lower East Side-Schmelztiegel



ADRESSE

The Ludlow
180 Ludlow Street, New York City 10002
Website: <http://www.ludlowhotel.com>



[+ ZUR MERKLISTE](#)



LODGING

April 2014



Sean MacPherson's Ludlow Hotel to Open in June

Posted by: Lodging Staff | in Boutique and Independent, Industry News

NEW YORK CITY—New York hoteliers Sean MacPherson, Ira Druker, and Richard Born are making their Lower East Side debut with a new 184-room hotel. The trio rescued a derelict building that had been abandoned by its original developers after the financial crash and transformed it into The Ludlow. The hotel's solid brick façade and factory casement windows make it fit seamlessly onto its historic block.

The experience starts at the Ludlow's red-brick entryway. Steel and glass doors open to oak paneled-walls and marble mosaic floors. A grand distressed-limestone fireplace dominates the lobby lounge.

The Ludlow will create an inviting public space on its ground floor. The lobby atrium harks back to the days when downtown lofts would house happening clubs or one-off parties. "Those spaces were magnets, and we're hoping this one will be," MacPherson says. "We'd like to function as a living room for the neighborhood."

Flooded with light, the ground floor is designed with windows and glass walls to offer clear views from the Ludlow St. entrance straight through to the bluestone-paved back courtyard.

The Ludlow's restaurant, Dirty French, will be the first French restaurant from Major Food Group. Operating from breakfast til late, Dirty French will feature rebooted, provocative Gallic classics. Major Food Group partners Mario Carbone, Rich Torrisi, and Jeff Zalaznick will personally oversee the restaurant.

Upstairs feels private and personal with furniture and artisan touches hand-picked by MacPherson. Hardwood floors and handmade silk rugs complement artisan-crafted Moroccan pendant lamps and Indo-Portuguese style beds. "Tree-trunk" nightstands in petrified wood come from Brooklyn furniture temple Organic Modernism.

Sean MacPherson and BD Hotels' other New York properties include the Marlon, the Jane, the Bowery, and the Maritime.

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

17,000 unique monthly
visitors

April 2014

April 2014

Lower East Side Welcomes Hip New Hotel

NEW YORK CITY

New York hoteliers, Sean MacPherson, Ira Drukier, and Richard Born, will soon make their Lower East Side debut with a new 184-room hotel that is expected to breathe new life into a once-abandoned historic structure this June.

The Ludlow Hotel, within wafting distance of Katz's Deli on the corner and strumming distance of Ludlow Guitars next door, feels born on the Lower East Side. Elegant and comfortable, but with artful rough edges and personal quirks, the hotel conjures the area's vivid history, from the "Gangs of New York" era to Jewish immigration to the wild art and music of the '80s.

But it's not just about the past. The Ludlow is connected to today's Lower East Side, a constantly changing crossroads of culture, style, and cuisine that's once again Manhattan's most pulse-quickenning neighborhood.

Sidewalks connect live music venues with scuffed-up street art, and welcome the burgeoning fashion scene of both young and vintage designers who are inspired by the neighborhood's raw, urban roots. Mom-and-pop shops sit beside chic restaurants and boisterous bars where longtime patrons and first-generation New Yorkers flock for an insatiable taste of the Lower East Side.

The Ludlow's eagerly awaited restaurant has been the talk of food circles for months. Dirty French will be the first French restaurant from Major Food Group, the group whose white-hot eateries include Torrisi, Parm, Carbone, and ZZ's Clam Bar. Operating from breakfast till late, Dirty French will feature rebooted, provocative Gallic classics – and embody the "distinctly New York style and swagger" extolled by *The New York Times*. Major Food Group partners Mario Carbone, Rich Torrisi, and Jeff Zalaznick will personally oversee the restaurant.

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS

22,751 unique monthly
visitors

Made in New York

The Ludlow comes with its own New York story. MacPherson, Drukier, and Born rescued a derelict building that had been abandoned by its original developers after the financial crash. The hotel's solid brick façade and factory casement windows aim to make the property fit seamlessly onto its historic block.

For MacPherson, who first visited the Lower East Side in 1984, the Ludlow draws on his own experiences. "Along with layers of history, there was a grittiness and nervous energy," he says. "You had a sense something could break out any minute, whether it was street art or a riot. I'd come from LA, and there was nothing like it."

Like the neighborhood itself, with its long heritage of welcoming newcomers, the Ludlow will make guests feel they belong here.

The trip starts at the Ludlow's red-brick entryway. Steel and glass doors open to oak paneled-walls and marble mosaic floors. A grand distressed-limestone fireplace dominates the lobby lounge - think Trustafarian meets Miss Havisham.

Ground Floor Gatherings

In an area long defined by its confines and tenements, The Ludlow will create an inviting public space on its ground floor. The lobby atrium harks back to the days when downtown lofts would house happening clubs or one-off parties with indescribable mixes of creative people. "Those spaces were magnets, and we're hoping this one will be," MacPherson says. "We'd like to function as a living room for the neighborhood."

Flooded with light, the ground-floor is cleverly designed with windows and glass walls to offer clear views from the Ludlow St. entrance straight through to the bluestone-paved back courtyard - itself a rare amenity anywhere in Manhattan.

Guest Rooms and Amenities

Upstairs feels private and personal - like a New Yorker's downtown living space - with furniture and artisan touches hand-picked by MacPherson. Hardwood floors and handmade silk rugs complement artisan-crafted Moroccan pendant lamps and Indo-Portuguese style beds. "Tree-trunk" nightstands in petrified wood come from Brooklyn furniture temple Organic Modernism.

Between two plush upholstered chairs, a marble-topped bistro table in each room feels like a lucky find you might nab at one of Manhattan's antique flea markets. Supremely comfortable amenities include Bellini sheets from Italy and new, exclusive bath products from Red Flower. Locally sourced mini-bar offerings from some of New York's favorite hometown purveyors will include thoughtfully selected healthful options. Huge flat-screen TVs complete the rooms.

Between two plush upholstered chairs, a marble-topped bistro table in each room feels like a lucky find you might nab at one of Manhattan's antique flea markets. Supremely comfortable amenities include Bellini sheets from Italy and new, exclusive bath products from Red Flower. Locally sourced mini-bar offerings from some of New York's favorite hometown purveyors will include thoughtfully selected healthful options. Huge flat-screen TVs complete the rooms.

Sharp-eyed guests will recognize plush bathrobes and "Persian rug" trompe-l'oeil bathmats from Maison Martin Margiela, the cult Paris fashion label renowned for witty, subversive takes on luxe clothing and accessories. Full bathrooms with rainshower heads come standard, many also offer soaking tubs. All bathrooms boast black-and-white tilework and brass fixtures. Heavy wooden doors help muffle noise and add to a sense of place and history.

More About the Hotel

The Ludlow offers 184 guest rooms including 20 spectacular suites in nine configurations. Spaces will range from Full to Queen and King rooms, each with sweeping city views and many with a private terrace. A "Rockstar" suite with wraparound windows and 1,100-foot terrace, and "Skybox Loft" with designated sitting area, offers breathtaking vistas of New York's bridges and landmarks. The Williamsburg Bridge, in fact, is a quick walk from the Ludlow. Legendary smoked-fish emporium Russ & Daughters and knish haven Yonah Schimmel are steps away.

East-facing rooms also offer views of Tibor Kalman's famous "Askew" clock and the iconic "Lenin" statue outside Red Square, the striking modern apartment building around the corner on Avenue B.

Sean MacPherson and BD Hotels' other New York properties, each with a different experience of New York, include the Mariton, the Jane, the Bowery, and the Maritime.



April 16, 2014

Ludlow Hotel Plans Summer Opening; New Details Released

By Ed Litvak in Real Estate on April 16, 2014 11:26 am



180 Ludlow St.

It's been a long time coming, but the [Ludlow Hotel](#) is almost a reality. In preparation for a summer opening, the upscale property at 180 Ludlow St. is ramping up the publicity machine.

A press release landed in our in-box a short time ago with new details about the 184-room project from hoteliers Sean MacPherson, Ira Drukier, and Richard Born. A few excerpts:

News from...

The Ludlow, within walking distance of Katz's Deli on the corner and strutting distance of Ludlow Guitars next door, feels born on the Lower East Side. Elegant and comfortable, but with artful rough edges and personal quirks, the hotel conjures the area's vivid history, from the "Gangs of New York" era to Jewish immigration to the wild art and music of the '80s. But it's not just about the past. The Ludlow is connected to today's Lower East Side, a constantly changing crossroads of culture, style, and cuisine that's once again Manhattan's most pulse-quickenning neighborhood...

The Ludlow comes with its own New York story. MacPherson, Drukier, and Born rescued a derelict building that had been abandoned by its original developers after the financial crash. The Ludlow's solid brick façade and factory casement windows make it fit seamlessly onto its historic block...

The trip starts at the Ludlow's red-brick entryway. Steel and glass doors open to oak paneled walls and marble mosaic floors. A grand distressed-limestone fireplace dominates the lobby lounge – think Trustafarian meets Mos Def.

In an area long defined by its confines and tenements, The Ludlow will create an inviting public space on its ground floor. The lobby atrium harks back to the days when downtown lofts would house happening clubs or one-off parties with indescribable mixes of creative people. "Those spaces were magnets, and we're hoping this one will be," MacPherson says. "We'd like to function as a living room for the neighborhood."

Flooded with light, the ground-floor is cleverly designed with windows and glass walls to offer clear views from the Ludlow St. entrance straight through to the bluestone-paved back courtyard – itself a rare amenity anywhere in Manhattan.

Upstairs feels private and personal – like a New Yorker's downtown living space – with furniture and artisan touches hand-picked by MacPherson. Hardwood floors and handmade silk rugs complement artisan-crafted Moroccan pendant lamps and Indo-Portuguese style beds. "Tree-trunk" nightstands in petrified wood come from Brooklyn furniture temple Organic Modernism...

... Full bathrooms with rainshower heads come standard, many also offer soaking tubs. All bathrooms boast black-and-white tilework and brass fixtures. Heavy wooden doors help muffle noise and add to a sense of place and history.

The Ludlow offers 184 guestrooms including 20 spectacular suites in nine configurations. Spaces will range from Full to Queen and King rooms, each with sweeping city views and many with a private terrace. A "Rockstar" suite with wraparound windows and 1,100-foot terrace, and "Skybox Loft" with designated sitting area, offers breathtaking vistas of New York's bridges and landmarks...

East-facing rooms also offer views of Tibor Kalman's famous "Askew" clock and the iconic "Lenin" statue outside Red Square, the striking modern apartment building around the corner on Avenue B.

As the *New York Times* reported last month, the hotel's restaurant, Dirty French, will be run by Jeff Zalaznick, Mario Carbone and Rich Torrisi. Drukier and Born own many high profile New York hotels, including The Greenwich Hotel and the Mercer Hotel. MacPherson is the co-owner of The Bowery Hotel, The Jane Hotel, The Maritime Hotel, The Waverly Inn, and The Lafayette House. The Ludlow Street property had become a stalled construction site in the aftermath of the 2008 real estate crash. BD Hotels purchased it for \$25 million in 2010.

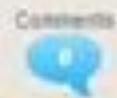


May 12, 2014

Trips & Trends

Nine Places to Booze It Up In NYC This Summer

Monday, May 12th, 2014



Courtesy: Conrad New York

Tired of your old watering hole? Check out these hot spots this summer

The Ludlow Hotel

Nestled behind The Ludlow's lobby bar is a "secret" garden, the perfect summertime space to grab one of the venue's signature cocktails like the Muddy Water, a mixture of Powers Irish Whiskey, cumin-infused Sazerac Rye, Amaro Nonio, bitters and Absinthe Rinse.

News from...

NJFPR
NANCY J. FRIEDMAN PUBLIC RELATIONS