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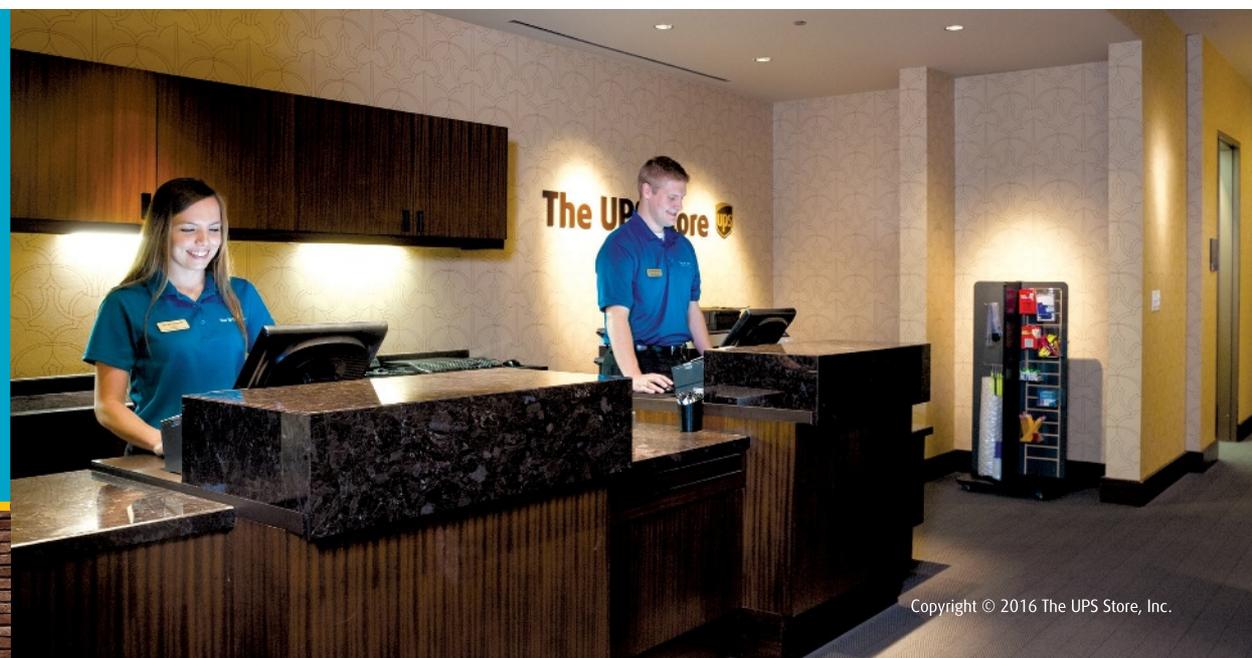
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Rendering of Hotel 50 Bowery



Joie de Vivre enters NYC

By Stefani C. O'Connor
Executive News Editor

NEW YORK—In a breakthrough for the brand, lifestyle-segment player Joie de Vivre Hotels (JdV) is slated to open its first property here this winter.

The 229-key Hotel 50 Bowery, developed at that address by the locally prominent Chu family, will be located in the city's Chinatown district. It is owned by 50 Bowery Holdings, LLC.

Standing in stark contrast to the surrounding low-rise landscape, the 21-story hotel with a rooftop bar offers panoramic views. The property will be operated and managed by Commune Hotels & Resorts.

According to Lauren Chu, whose family is considered one of Chinatown's major landlords, the timing was right for their foray into hospitality. "The leases were up, and my father Alexander Chu has always thought that location was appropriate for a hotel. We spoke to a few other brands, but we liked that 50 Bowery would be a unique proposition within the JdV collection," she said, noting the venture is in alliance with an undisclosed business partner with "an international hospitality presence, but this will be the first for us."

Open shop Flintrock Construction Services, LLC, served as general

contractor. The hotel was designed by Peter Poon Architects, while Wimberly Interiors designed the interiors.

"The design of the hotel is reflective of its location in downtown Manhattan," said Chu. "It is a curtain-wall glass facade, so the neighboring landmarked Citizens Savings Bank and the sculptural Confucius Plaza apartment complex across the street, and the triumphal arch and colonnade of the Manhattan Bridge Plaza, can all be seen in its reflection. The interiors are meant to be somewhat raw and industrial, with a lot of natural finishes, but you will also recognize that there is Chinese in its DNA."

In addition, the hotel's ties to the community will be showcased in The Gallery, a permanent exhibit from the Museum of Chinese in America (MOCA). Resident curator, Herb Tam, works for the museum, of which Lauren Chu's brother, Jonathan, is a trustee.

And while the new-construction hotel replaced an existing two-story commercial building, the site's past also is figuring in the project and exhibit.

When Lauren Chu's grandfather Joseph picked up the site some four decades ago, his ownership was the latest in a long line of interesting occupants in the area, dating back to when the Dutch and others set up New

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Arlo Hotels debuts among abundant Big Apple landscape

By Adam Perkowsky
Contributing Writer

NEW YORK—There's a new kid in the hospitality playground here—Arlo Hotels. Brought to fruition by global real estate developer and investment firm Quadrum Global, the nascent brand debuted earlier this month with the 325-key Arlo Hudson Square on Manhattan's West Side. A second property, the 250-room Arlo NoMad, is expected to open its doors Nov. 1.

Both properties have been developed by Quadrum and other partners: Eagle Point Hotel Partners in the case of the Hudson Square hotel, and Simon Baron Development and KSNY are involved with NoMad.

"Quadrum started investing in U.S. hospitality assets in 2009 and, since that time, we have gained valuable experience repositioning hotels in several gateway markets throughout the country," said Oleg Pavlov, Quadrum founder and CEO. "In recent months, we have amassed a team of seven experienced and highly regarded veterans of the hospitality industry, each with an intimate understanding of the New York City market, to help launch this brand. This self-operated brand became a natural step in our long-term strategy of building more value-added expertise around our real estate portfolio."

Billed as the first micro-hotels in the U.S. with four-star design, Quadrum turned to New York-based design studio Brand Bureau to conceptualize and design both hotels, with Brand

Bureau's sister firm AvroKO handling the interior design.

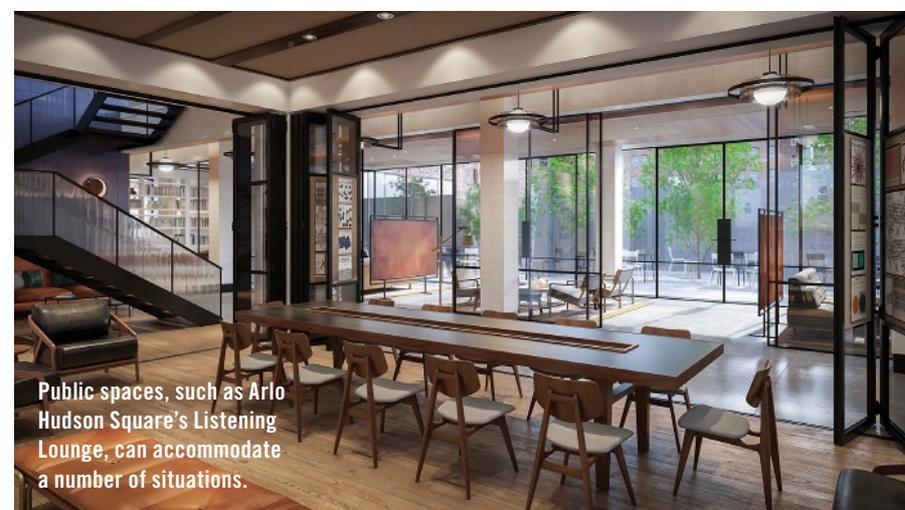
"The goal of the overall brand is to embrace the local communities in which the hotels exist," said Matthew Goodrich, chief creative officer for both firms. "So, the interiors touch on this idea of travel and exploration of the local neighborhoods. You'll also see that there is a wealth of public space, which is open not only to hotel guests, but it's encouraged for folks who live in the neighborhood to use these spaces as well, interacting with other community members as well as travelers who come to this city from all over the world."

So, in the crowded Manhattan landscape, where hotels seem to open as often as trains arrive at Grand Central Station, just how does a new brand stand out?

"While it's true that hospitality product in New York is, in some neighborhoods, abundant, Arlo provides a more authentic local setting than that of the traditional large-scale hotel brand," said Pavlov. "The communal spaces, food and drink areas, and furniture, all reflect the character of the city, allowing travelers to feel more immersed in their surroundings. Our strong belief is that travelers today choose hotels very much for the local experience and want to immerse themselves into the style, taste and smell of the particular place or city."

"We expect that Arlo Hotels will appeal to urban nomads—including, single travelers, couples and small groups—who travel lightly but are

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Public spaces, such as Arlo Hudson Square's Listening Lounge, can accommodate a number of situations.

All Photos: Arlo Hotels

NEWS

Beginning on the 10th floor, guestrooms and suites will have expansive Manhattan views. Original artwork and blue-and-white chinaware colors enhance the guest-bedroom wall.



Joie de Vivre

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Amsterdam—today's Manhattan—and began growing it northward.

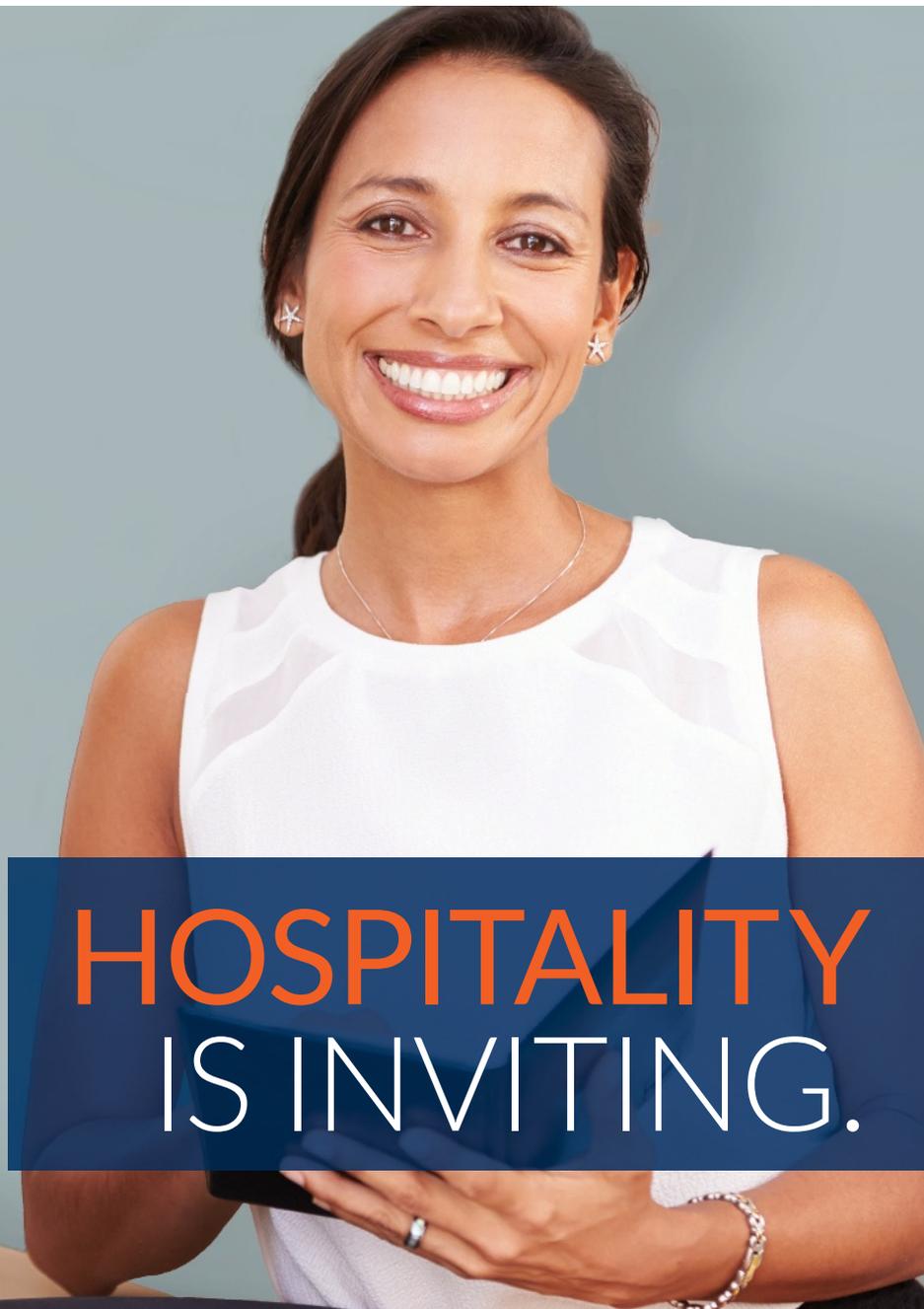
As digging for the hotel began, the location turned up artifacts from several centuries back, drawing the interest of preservationists and archaeologists who were later able to collect, identify and preserve a wide range of items. Now, the exhibit will showcase many of the found items from the 1700s through the early 1900s, including those from a gambling den, taverns, vaudeville and motion-picture theaters, and the sprawling 1850s beer hall, the Atlantic Garden, for which the hotel's 5,000-sq.-ft. outdoor space is named.

With such a backstory, Lauren Chu felt Joie de Vivre also would be able to incorporate it well into the brand story. "We liked JdV's commitment to honoring the locality of each of their properties, and this site has a long and rich history of diverse people gathering to eat, drink and celebrate together—a tradition we intend to continue. It seemed like the right fit," she said.

Toward this, Hotel 50 Bowery will offer a trio of restaurant, bar and lounge concepts from celebrity chef Dale Talde, who has eateries in New York, New Jersey and Florida, and who recently published his first cookbook, *Asian-American*.

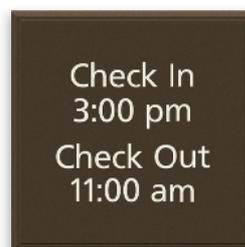
The F&B outlets will include an Asian restaurant, Rice & Gold, in the lobby; a cellar lounge, Goldie's, that will feature

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Joie de Vivre

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dim-sum-style fare and live entertainment; and 21@50, a rooftop bar.

References to Chinese culture and the surrounding district will be found within the hotel. Industrial-style poured concrete and exposed brick will be the setting for Asian-influenced furniture in the lobby, while guestroom corridors will feature artwork from Beijing-based graffiti artist Dake Wong.

In guestrooms and suites, NYC-centric subway tiles will be a “sense-of-place” touchpoint, while traditional blue-and-white china-ware colors will infuse the hand-plastered headboard wall. Work by local artists Lowell Boyers, André Sarai-va and Simone Shubuck, will be room highlights.

The hotel offers 1,900 sq. ft. of indoor function space, and includes The Gallery, boardroom and five suites for meetings and events.

“On the group/meeting front, we anticipate smaller programs looking for unique event space,” said Chu. “Imagine a reception in our on-site gallery curated by MOCA or a fashion show outside on our 5,000-sq.-ft. Atlantic Garden.”

At more than 200 keys, Chu expects the hotel to cater to more of a psychographic than demographic market. “We imagine our guests to be somewhat adventurous and looking to delve a little deeper into visiting New York City. With our proximity to all of Lower Manhattan and also Brooklyn, there are a lot of landmarks and destinations that perhaps one wouldn’t find on a first trip to NYC, but would seek on subsequent visits for more authenticity and local flavors. We think foodies will love

50 Bowery,” she said.

“Establishing a presence in Manhattan is a seminal moment in the expansion of Joie de Vivre Hotels,” said Niki Leondakis, CEO of Commune

Hotels & Resorts. “When deciding where we would plant our first flag, Chinatown was a natural fit—not just because it is a gateway to many Manhattan locations, but

because of the neighborhood’s distinct spirit. Hotel 50 Bowery will be a vivid expression of this dynamic community and its rich history.”

The Lower East Side hotel

apparently is the forerunner for the California-grown boutique brand’s expansion in New York City under Commune, who’s website indicates a Joie de Vivre Midtown is “coming soon.” **HB**



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