

# hospitality design

september 2014 [hospitalitydesign.com](http://hospitalitydesign.com)

## learning curve

a look at education today

**HD Americas** issue  
a hospitality design event

projects archer hotel

# welcome home

Residential touches  
inform a New York hotel

By ALIA AKKAM  
Photography by ERIC LAIGNEL  
(public spaces) and ALEX HAYDEN  
PHOTOGRAPHY (guestroom)



If a well-traveled **jean** with a passion for art and music were to design his own residence, it would undoubtedly resemble the Archer Hotel New York. The Gramercy District newcomer—the first in LodgeWorks' recently launched boutique hotel collection, with forthcoming properties in Napa Valley and Austin—was designed as the lasting abode for a fictional architect named Archer. Glen Cohen, founder and principal of local architectural and design firm Glen & Company, crafted the interiors for the new build hotel (Peter Posen Architects handled the exterior), and the ultimate goal, he says, "was to infuse it with personal touches. When people come inside they ask, 'What was this before?' and that means we

1. In Archer's lobby, a glimpse of the District's iconic architecture is seen at Grand Central Station, via a wall of windows.

2. The new build property in New York's Gramercy District is designed to feel like a longtime staple of the area.



## Archer Hotel New York

Owner and Management Company  
**LodgeWorks**  
 Architecture Firm  
**Peter Poon Architects, New York**  
 Interior Design Firm  
**Glen & Company Architecture, New York**  
 Interior Design Project Team  
**Sachi Masaki, Evelini Downs, Gisvita Lowder, and Glen Cohen**  
 General Contractor  
**Flatlock Construction Services**  
 Purchasing Firm  
**PMG**  
 Lighting Consultant  
**Glen & Company Architecture**  
 Engineering  
**GACE Consulting Engineers**  
 Painter  
**Jacobs Ouland Beer**  
 Millwork  
**Furniture Design by Knossos**  
 Mechanical/Electrical Consultant  
**TWIG Consulting Engineers**  
 Signage Consultant  
**Belarmant**  
 Art Consultant  
**Deborah Davis Fine Art**  
 Framing  
**Durban, Dattilo, and Architectural Systems Inc.**  
 Paint  
**Benjamin Moore**  
 Wallpapering  
**TRX-KCS, Designlex, and Korosael**  
 Tile  
**Architectural Systems Inc.**  
 Furniture and Casework  
**Bryan Ashley, Murrell, the Chair Factory, and Carolina Table**  
 Upholstery  
**Architez, Romo, Maharam, Valley Forge Fabrics, Tiger Leather, and Justin David Textiles**  
 Drapery  
**Evolve, Fabric Innovations, and Fabricvt**  
 Bed Linen  
**Opvren**  
 Lighting  
**Restoration Hardware, Illumination Lighting, Cerno, and Senso Lighting**  
 Door and Entry Locks  
**VingCard Ehsafe**  
 Scaffolding  
**Galco, Grohe, and Artline**



succeeded in making it feel like it's been here a long time. This isn't meant to be another modern and sleek property."

The first clue that the Archer is unconventional is its entry. Instead of being greeted by a front desk framed by two elevators, here the Rickering pizza oven of David Burke Group's fabric restaurant sets the tone for guests, evocating "Frank Lloyd Wright's idea that the hearth is the heart of the home," Cohen explains. "Seeing that warmth immediately changes expectations."

Turning to American fashion icons like Ralph Lauren and Brooks Brothers for inspiration, Cohen embraced a mix of soft

but durable textures. In the lobby, which he treated as a town square, reclaimed brick and elegant millwork share the spotlight with a woven herringbone sofa and mud pups of yellow linen in the sofa, serving trays, and stools that cleverly hold away. An industrial garage door leads to Bugatti Bar, outfitted with a bar covered in a facade of coconut shells, while artwork is brought from tea bags, chocolate wrappers, and coffee filters gives the way to fabric, with its custom butcher-block tables and built-in Himalayan salt brick chimney in the open kitchen.

The contemporary coziness is amplified



3. Glen Cohen designed the lobby like a town square but with a cozy vibe—including a woven herringbone floor and pops of yellow-wash personal touches from the property's national restaurants.

4. A coconut shell-treated bar anchors Bugatti Bar.

5. Rooftop bar Bugatti is outfitted with purple bar stools and barstools and stainless steel.

6. Flips-to-curling artwork, and a mix of artwork and colors mark the hotel's guestrooms.

7. A communal dining table with a custom butcher block table to fabric's site next to the open kitchen.

in the 180 guestrooms, which are divided into a quartet of design palettes featuring a mix of different artwork, colors, and drapery. Brick walls warm some rooms while all contain floor-to-ceiling windows and baths with Mack and white subway tiles.

On the roof, the intimate Bugatti bar—a nod to Archer's favorite movie, *Rear Window*—features blackened steel, purple stools, and vibrant wallpaper. "It's representative," Cohen points out, "a little eclectic and a little more New York male." ■

© 2014 Knossos Company, LLC, and The Archer Hotel, LLC