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SOLID GROUNDS
hotel landscape design

finish lines
TRENDS IN BATH FITTINGS

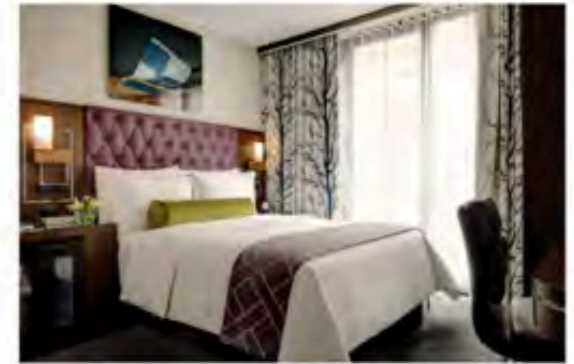
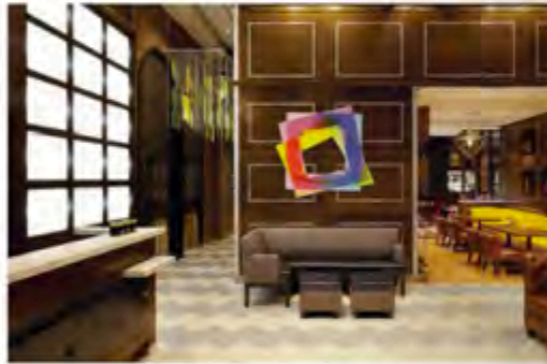
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On Target

Glen Coben hits the mark with the design of Archer New York

By DENNIS NESSLER

Very often in the hospitality business, designers have restrictions put on their ideas in the interest of uniformity and adhering to brand standards. However, in the case of the new Archer New York, the nascent brand actually provided inspiration and an open canvas for interior designer Glen Coben of Glen and Co. Architecture.

The 22-story, new-build hotel opened in Manhattan in May as the debut property for the Archer brand, which is owned by LodgeWorks Partners, LP. (The company also has Archer hotels in development in Napa, CA, and Austin, TX.)

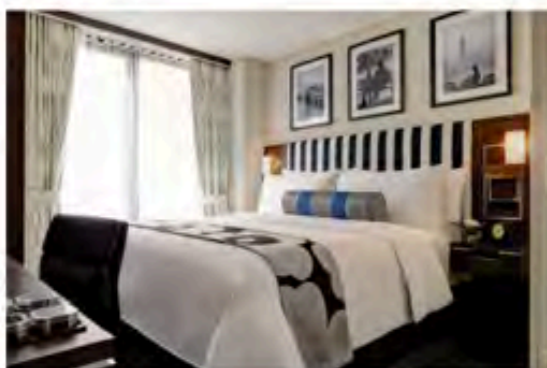
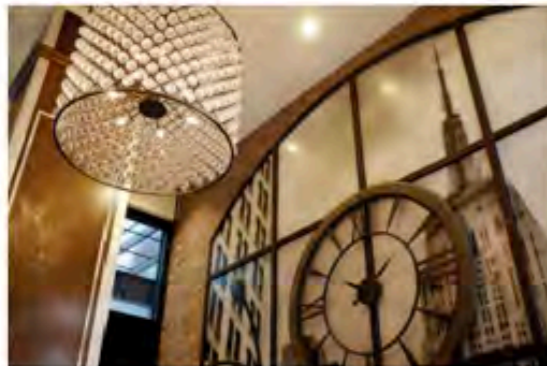
Coben talked about what the newly created brand meant to the overall project, which was in development for some three years. "Archer freed us from the conventional norm of hotel design and brought in a little bit of a residential feel to it, and sort of a semi-eclectic residential feel. Archer loves music, travel and art—and we tried to really step outside of the normal go-to places for hotel design," he said. "What I like about the feeling of this is it does have that residential scale to it. You don't feel like you're in a hotel."

The 180-room, luxury boutique hotel is located within the city's Garment District on 38th Street between Fifth and Sixth Avenues. Looking to capture the authenticity of the neighborhood in the overall design, Coben sought to create a "new American classic." He noted the catchphrase is a twist on an old ad campaign based on the "new American look" from Lord & Taylor, which is located around the corner from the hotel.

Coben further added, "We never wanted this to feel overtly about the garment industry. We wanted to be inspired by it, but not pay homage to this being a garment center or fashion hotel."

He noted that he worked closely with the architect of the building, Peter Poon Architects, and LodgeWorks in the planning of the building. He added one of the benefits of the collaboration was that the elevators were pushed to the far western portion of the hotel, so they are not the first thing a guest sees when walking into the hotel, which is often the case. The layout also positioned Archer's restaurant, David Buik Fabrick, front and center.

"It's a fantastic solution to the age-old problem. When you come into the front door now, you have straight visual access to the pizza oven, so you get the flame in your vision and it gives you that warm feeling. All of the pieces fit together so beautifully in the planning stage. This was a truly collaborative exercise. I think one of the most important elements of the hotel



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is having a visually wide-open ground floor," said Coben, who added, "Food & beverage was going to be a critical element in the planning of this hotel."

The entrance features herringbone tile; brightly colored leather seating in red, blue and yellow; and custom artwork. The lobby includes Bugatti Bar and leads to an outdoor patio. Other elements of the lobby include a custom-designed and curated furniture collection, coupled with artwork by digital and video artist Artie Vierkant.

Coben maintained that the artwork helped define the hotel. "The artwork is really special. It's artwork that you feel has been really well thought-out, and not just hanging images on a wall because we have wall space. We thought about how the artwork can really complement the decor of each of the rooms, as well as the public space, and how that translates to that extra-special detail relating it to Archer," he said.

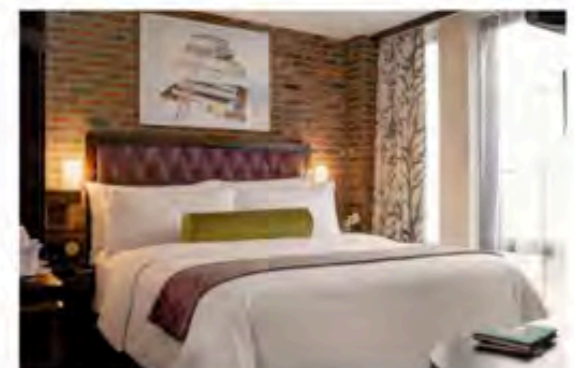
Another unique feature of the hotel is the four different room types created by Coben and his team. He noted the varying room designs were another nod to the hotel's residential style and the Archer brand. "If someone has a bunch of guestrooms in their home, they're not all going to look the same," he said.

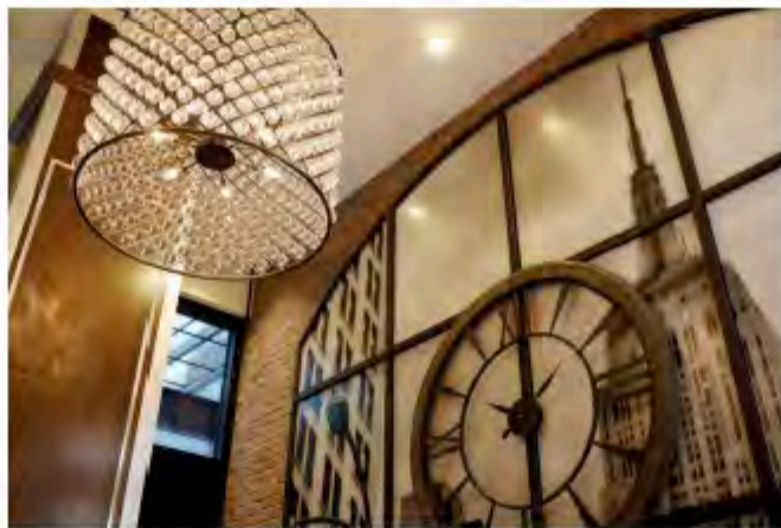
The rooms are differentiated with items such as custom drapery, headboards, ottomans, throw pillows and blankets, giving each room its own identity. Corner accommodations on the upper floors, called the Archer rooms, have additional differences, such as wood floors and an exposed brick wall at the head of the bed.

Coben noted that, when the decision was made to add a third elevator to the hotel in an effort to emphasize the food and beverage offering, it cut into the square footage of each guestroom, which he described as being "really on the New York side of small."

However, Coben detailed the company's approach and how it maximized the space available: "The objective was to make the beds super comfortable and make the bathrooms luxurious. We weren't skimping on any of the furniture or core dramatic elements in the room, but they had to be really well thought-out and very purpose-driven in terms of how they function," he said. Coben noted the company used purchasing firm PMG to procure FF&E for the property, which also includes a rooftop bar, Spyglass.

Coben described the overall look and feel of the hotel as being "timeless and elegant." He further added, "I think if you were to go to the third floor of the Ralph Lauren store, it's the idea of traditional meets contemporary. While there's a really beautiful wood, it's complemented with a stainless-steel reveal or accent. Really, it's something that is tailored without being tussy."





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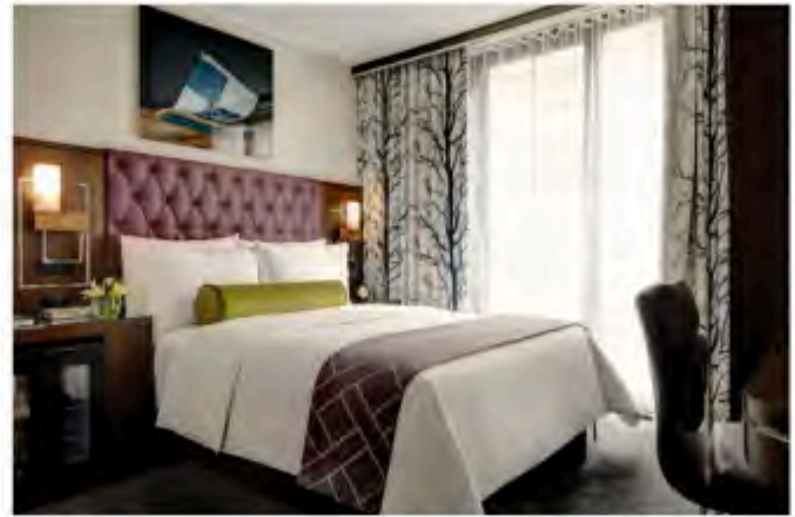
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