For the very first time,
true style and elegance come to Williamsburg.

Never before has Brooklyn felt more like New York City.
For the very first time, Manhattan will expand beyond the river that surrounds it. What once served purpose as a moat will become a velvet rope.
For the very first time, a place with a completely new and unprecedented level of luxury and service. A place for those who don’t have to ask questions or make excuses.
Welcome to Platinum Empire Cove

a relaxing oasis where like-minded people can mingle without judgment.
Platinum Empire Cove is more than just a luxury hotel. It is the physical manifestation of the power of an idea. We’ve taken all the natural attributes of the East River waterfront: the water, the view, the locale, and focused them, like light through a diamond. What arises is a work of art, massive yet intimate. A shrine to culture and beauty that will change the skyline, the population and the cultural cachet. A center of abundance, simplicity and luxury.

Platinum Empire Cove’s unique vision was created by famed starchitect, Oz Mandias, who took his influences from Louis XV, Japanese anime, street art, Bauhaus, 1960’s minimalism, and the entire Italian Rococo period, with a nod to Frank Gehry.

When setting the bar for premium luxury, we felt obligated to raise it. Platinum Empire Cove restrained elegance combined with luxury that knows no restraint.

Yet, we do not believe we are perfect. The perfect hotel has never been built, nor will it. Many ideas never get started because of the fear that they cannot be achieved. And we are fearless in our quest to be perfect.

Platinum Empire Cove is an achievement. And you have achieved. You have earned this.
Retreat to one of our 750 units, each unique and exquisite. The accommodations at Platinum Empire Cove are more than just rooms. We call them Personal Loughts. Each one is the very essence of luxury. In your Lought, everything you desire is right at the tips of your fingers.

Every Lought comes with Frette 1000-count Egyptian cotton bed linens, Hermes silk robes, Harmon Kardon sound system, 80-inch Bang & Olufsen plasma screen TV, pre-programmed Prada iPhone, Ted Muelhing vases, Mont Blanc pens, Gucci matchbooks, Damien Hirst Do not disturb signs, Philippe Starck humidor, A bar stocked with tiny bottles of Cristal, An English butler. And in the bath, bodycare products blended from old growth rainforest charcoal, Marc Jacobs shower caps, gold bath fixtures, marble toilets and Frank Gehry-designed wastebaskets.

And in the evening, a Schaffenberger truffle on your pillow (personally selected for you from 43 exclusive creations each day).

If you desire to be off the radar for your stay, complete and utter privacy is guaranteed in the Warren Anderson Lought, dedicated to this hero of modern multinational capitalism. Here’s to you, Warren, wherever you are!

Every Lought boasts an unparalleled and exclusive view of Manhattan. The sheer wall facing Williamsburg blocks any glimpse of Manhattan thoroughly, ensuring no ordinary apartment dweller will ever share this view with you.
Nature has been re-thought
and enhanced to create Trop de Tropez, the first luxury-level beach in Manhattan’s history. To create Trop de Tropez, we secured and shipped the very last legally harvestable white sand from the endangered Belize Barrier Reef, sculpted it into dunes, thus replicating the actual seascape of far away shores right here, overlooking Manhattan.

Platinum Empire Cove’s personal service extends seamlessly to Trop de Tropez and includes all that is on offer in our restaurants, bars and room service. Sip a Krug ’95 on the silky sand, savor a Wagyu ribeye, a Leighton Denny manicure, or just light up a Cuban Partagas Piramides LE. Year round comfort is assured as the sand is heated a comfortable 72 degrees by utilizing existing pipe infrastructure left on this site by Radon Corporation. This unique source of energy also provides heat for our hot Breuckelen Mudbath spa treatment.

Skin invigorated? Cravings satiated? Body relaxed? Soothe your inner self at Platinum Empire Cove. Red string? Consult our in-house Kaballist. Actor? Our Scientology instructor is also a producer. The personal service menu that scrolls from Astrology to Zen will keep both your body and soul self equally satisfied.

At Platinum Empire Cove, the world is yours! Gaze out at the skyline and revel in your accomplishments, or just enjoy peace of mind that the world really is at your fingertips.
It's all about access. Just minutes away via our exclusive speedboat jitney from Wall Street or midtown helicopter service from East 34th Street. Our access concierge is on call 24 hours a day, whether to arrange a pickup at 5 minutes notice or procure a chopper to points further east. Requests for procurements other than transportation, are handled with the highest degree of discretion. Whatever your needs may be, granting you access is our pleasure.
Give back to the community, and let the community give back to you. We believe that the health of any community is dependent on the interchange between business and profit.

In keeping with our philosophy of making every effort to be efficient and conscientious in using the scarce valuable space in New York, Platinum Empire Cove’s outward facing wall is a feature that not only can be relied upon for security and privacy, but also is valuable commercial real estate property that can and should be put to proper use.

Communication is key to any community. Valuable information about products and services must reach its target audience. And that is why we’ve designated the entire wall available for use as commercial outdoor media. The uppermost reaches of the wall can be seen from both the Williamsburg and Queensborough bridges, as well as the BQE. Seen daily by an average of two million passengers and pedestrians, this location is a prime spot to effectively deliver a corporate message to the people.

Join us, because together we can help those people make responsible consumer choices, help broaden their horizons, and improve their well being.
Platinum Empire Cove is a work of fiction and is intended as a parody and commentary. The building and characters described in this prospectus are fictitious. Any similarity to real persons or stories, living or dead, is coincidental and not intended by the author. Platinum Empire Cove concept, description, model and illustrations ©2007 John Tymkiw, all rights reserved. The use of the locale that forms part of the story appearing herein is at the risk of the reader. All rights reserved. Special acknowledgement must be given to three people, without whose input and counsel, this project would have been impossible. For more information please visit our exclusive agents, Riviera Real Estate. For more information please visit our exclusive agents, Riviera Real Estate. For more information please visit our exclusive agents, Riviera Real Estate.