



ARCHELSM

NEW YORK

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Eclectic Elegance Graces Midtown Manhattan as the ARCHELSM Hotel Plans Spring 2014 Debut

180-Room Boutique Hotel Infuses Industrial Touches with Nod to Sophistication as Exposed Steel & Brick Collide with Curated Furniture & Art Collection

Guestroom Roulette: Home-like Bedrooms Vary from Quartet of Design Pallets

New York, NY – February 4, 2013 – Midtown Manhattan’s Garment District will be welcoming a new-build, luxury hotel next year on West 38th Street, between Fifth and Sixth Avenues. The [ARCHELSM Hotel](#), a 21-story property that will be home to 180 guestrooms, a chef-driven restaurant and a rooftop bar, is being thoughtfully designed with industrial touches of the neighborhood’s heritage, from exposed brick and steel to butcher-block flooring. Upon entering the lobby, eclectic elegance comes into play with a custom-designed and curated furniture collection, coupled with an art consultant’s handpicked pieces for this boutique hotel.

Bringing ARCHEL to life is owner and developer [LodgeWorks Partners, L.P.](#) a privately-held hotel development and management company with a rich history in noteworthy openings, with architectural direction and design under the detail-oriented eyes of Glen Coben of Glen and Company, based in Manhattan. “ARCHEL is not just a hotel; it’s a personality, an eclectic way of being, a welcoming residence, if you will,” said Cheryl Gilliam, VP brands & marketing for LodgeWorks. “Guests are meant to feel as if they are entering a home in many ways, yet it is unlike any other. It’s a warm, welcoming place that is dotted with Chesterfield-style sofas, vibrant art, exposed brick and elegant wood-paneled millwork. It’s a place that might have been here before, timeless in some ways, yet of today in many more; it’s a *new* American classic.”

One of the most telling details of the residential-minded design is the quartet of design palettes for the guestrooms. “In a home you would not create each and every bedroom to be identical,” said Coben. “The same thought process held true as we developed ARCHEL’s guestrooms; there’s a certain charm and beauty in the randomness of your stay,” he explained. There is an element of guestroom roulette, as travelers will not know which of the four room types they will get. This is thought to be an unprecedented design moves in a property this size. Custom drapery, the

headboard, ottoman, throw pillow and blanket will vary within the four designs. The ARCHER rooms, 22 in total, will have additional distinctions with wood floors and an exposed brick wall at the head of the bed. ARCHER will have one signature suite that is in its final design phase at the moment.

Each guestroom, boasting all custom-designed furniture, has a very purposeful, dual-functionality to it. The platform bed offers drawers beneath it, the wall sconces double as reading lights and the tufted-leather ottoman serves as a table. Other features of the guestroom include bathrooms with a walk-in dual-head shower, lighted make-up mirror, bathrobes, work space with connectivity hub, laptop safe, in-room refreshment bar, 42-inch flat-panel TV and MP3 docking station. If you were a guest of someone's residence, you would not be charged for wired or wireless Internet, so, of course, both are complimentary at ARCHER.

Coben credits Peter Poon Architects with the true design innovation of the hotel. "They were able to open up the center of the hotel, making the building virtually transparent, so that you can see straight through to the back where the restaurant's open kitchen is when you walk in." Hotels typically have an elevator bank in the center, which makes it difficult to open the lobby up for a residential feel.

In the coming months the culinary direction of the restaurant and rooftop bar, with panoramic views of the city, will be unveiled. The owners are currently in talks with an A-list chef who is widely known and respected.

Going further down the residential path is the hotel's art collection, curated by Deborah Goodman Davis, a Manhattan-based art advisor. Davis' first selection for ARCHER, the pièce de résistance in the lobby, is a creation by 26-year-old digital and video artist Artie Vierkant, whose work is designed to be experienced online and off. Titled "Image Object Sunday 2 September 2012 8:10 pm," the work is a vibrant "violation of ARCHER's squares," as Coben described it, and will be a focal point within the curated lobby seating areas. With photography background Vierkant makes one-of-a-kind abstract pieces suffused with light and bright colors, using Photoshop, a large-scale printer and pieces of layered plastic. *Forbes* recently recognized Vierkant as one of "30 Under 30: Art & Style."

ARCHER's other amenities and services will include an on-site fitness room, storied-retail selections from local artisans available to take home, a concierge, complimentary iMac use with printing available, nightly turndown service, complimentary newspapers and 100% smoke-free environment.

The question that remains is, "Just who is ARCHER?" While that might go unanswered, guests are sure to get a sense of his taste, his personality, his voice and his thoughts as the story of ARCHER unfolds and they experience New York City's newest hotel personality.

In March of this year model rooms will be completed and final design details revealed. For more information, and updates as ARCHER evolves, visit www.archerhotel.com.

LODGEWORKS

LodgeWorks Partners, L.P., is a privately held hotel development and management company with a rich history as hospitality brand innovators, industry-leading guest satisfaction, sophisticated development acumen and an experienced team that has successfully collaborated for more than 28 years. Among recent developments, the company has sold a portfolio of assets to Hyatt Hotels Corporation. LodgeWorks continues to own, franchise and/or manage a portfolio of branded hotels including Hotel Sierra®, HYATT house®, Hyatt Place®, Aloft®, Hawthorn Suites®, and Hilton Garden Inn®. The company is developing two new hotels in New York; ARCHER, an independent boutique hotel in Manhattan and a Hampton Inn® in Brooklyn. For more information, please visit www.lodgeworks.com.

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