

October 9, 2013

Today is Opening Day for the Viceroy New York: Here's What to Expect

Where: 120 West 57th Street [map], New York, NY, United States, 10019

The Viceroy Hotel Group are opening their first branded New York property today. This was one of our most anticipated <u>openings</u> of the year so, naturally, we snuck in for a peek a day before official opening.

This is the first full hotel façade and interior design project by design firm **Roman and Williams**, who also worked on the **Ace Hotel New York** and **Standard NYC**, (as well as some properties in Chicago). Now, their glazed black brick-and-metal window fronted building cuts quite an elegant figure on West 57th Street.

We had a look at two rooms, a suite and a standard guest room, and just loved the nautical theme that runs throughout the hotel. The rooms evoke the golden age of ocean liners with their wood paneling and creative use of storage space; a mirror opens up to reveal an ironing board, for example, and a chaise lounge has a pull out drawer.

All 240 rooms feature custom-designed Sferra linens, floor-to-ceiling windows (that actually open), walk-in showers, Neil George spa products, Illy espresso machines, Beats by Dr. Dre sound systems, and a "Viceroy Connect" smartphone that runs on Android and can be used by guests during their stay.

The design is all very elegant, restrained, and, dare we say, masculine, but brightened up with welcome splashes of deep red: on the doors, the inlay of the stationary boxes, and the ceiling lights.

Viceroy CEO **Bill Walshe** explained to us a little about his design vision, saying that there's nothing gimmicky about the hotel; "it's not about trends or fads," he said. The Viceroy has "more interest in being relevant than being cool ... substance outranks cool." We agree with him, but we do foresee the Viceroy's restaurant and rooftop bar becoming Uptown's new, very cool, hotspots when they open.

The ground-level New American **Kingside** restaurant and bar -- born of a partnership between Chef Marc Murphy and Scott Gerber's Gerber Group -- is not quite ready yet; it is scheduled to open on October 28th. You'll have to hold your horses for the rooftop bar, too; it probably won't open until late December. We suspect it will be worth the wait, though. The 29th-floor bar is going to offer a cosy, private club-style indoor/outdoor space with a selection of small plates from Kingside and specialty cocktails -- oh, and a view that looks like this:

In the meantime, the hotel has the lounge (which has a curated library filled with New York-centric books) set up for breakfasts and early evening cocktails delivered by what it is calling a "cart-tender," a kind of mobile mixologist. We like!

And we particularly dug the lobby art, which includes a sprayed metal <u>map</u> of Manhattan and a mural inspired by Montauk (below) -- all custom designed by Roman and Williams.

The hotel also has a small basement-level swimming pool, which, in keeping with the nautical theme, is surrounded by portholes; and a fitness center.

Room rates usually start at \$559 a night, but we are seeing some good deals for early guests, including a "First Look" rate that starts at \$368. The First Look special is gone now, but we are still seeing October midweek rates for \$479.











