

# UPTOWN GLAMOUR *meets* DOWNTOWN EDGE *at the New* HOTEL HENDRICKS

By Jennifer DeCillis

Hotel Hendricks debuts in the heart of Midtown Manhattan, boasting luxury accommodations, elevated Latin cuisine, and two rooftop venues. The new hotel hotspot has curated a space where uptown glamour and downtown edge converge, embracing rock-and-roll glam in everything from rooftop cocktails to rooms with luxe fittings.

Fortuna Realty Group, founded in 1984 by Morris Moinian, introduces a stylish new addition to its celebrated collection of Manhattan hotels, which include Hotel Hugo, Hotel Henri, and Hotel Hayden. Hotel Hendricks' urban oasis, located in the heart of New York's Garment District, is conveniently situated steps away from Herald Square, Bryant Park, and Fifth Avenue.







"We're thrilled to offer travelers another dose of our signature hospitality style in the heart of New York City," says Moianin. "Hotel Hendricks embodies our commitment to bringing first-class service, upscale accommodations, and creatively designed common spaces to one of the world's most buzzing destinations. It's an undeniably welcome addition to our growing portfolio."

The 176-room property features eclectic interiors by Los Angeles-based designer Marcello Pozzi. Industrial bones with a wild side, the Hendricks Hotel is set against a backdrop of concrete and exposed ceilings. The design features a number of signature elements that can be found throughout the property, including copper appointments, mahogany wood, live cherry blossoms, splashes of color, and various animal prints. The juxtaposition of eye-catching embellishments set against an industrial backdrop exudes lavishness, while also maintaining a contemporary style.

As guests enter through the front doors, which remain open to evoke a resort-like open-air lobby, they pass under a unique concrete awning, standing out among the other facades on the block. Once inside, guests are greeted by the front desk on their right and the restaurant's bar on the left, a layout intended to create a synergy between the bar visitors and hotel guests. In the common spaces, colorfully hand-blown Murano glass chandeliers hang alongside contrasting dark-colored geometric light fixtures.

Both the lobby and the rooftop bloom with cherry blossom trees, serving as a motif of the hotel's logo—an "H" constructed of cherry blossom branches. Taking a cue from the city's strong fashion industry roots and offering a subtle nod to Moianin's background in the garment industry, each guest room is designed featuring a vibrant animal print motif, warm mahogany paneling, and opulent light fixtures.



Serving crave-worthy cuisine with simplicity and style, Hendricks introduces its Latin-inspired restaurant, Paloma, helmed by the acclaimed Chef PJ Calapa. With Latin cues and Empire State views, the flavorful pan-Latin cuisine and tropical libations at Paloma spread throughout the entire Hotel Hendricks lobby. Calapa focuses on the bold flavors he grew up with in the border town of Brownsville, Texas, concocting a menu that pulls inspiration from a mix of Mexican, Argentinian, and Peruvian flavor profiles with dishes and cocktails intended to share. With a bar opposite the reception area, Paloma's formal seating and additional sidewalk seats are accompanied by an outdoor patio accented with fountains, lush greenery, twinkle lights, and a custom Inca mural hand-painted by Peruvian painter Julio Granados.

Twenty-seven stories above Paloma, guests will find the hotel's two rooftop bars. Hendricks Rooftop, spanning the entirety of the 26th floor, features whimsical decor and floor-to-ceiling windows, showcasing stunning views of downtown Manhattan from the Empire State Building to the Freedom Tower. Up a short staircase, guests emerge onto an open-air, outdoor rooftop deck featuring a "garage bar" that offers up craft cocktails and a variety of bar snacks.

An experience fit for the king or queen of the concrete jungle, Hendricks' glam guest rooms, luxe amenities, and exotic gastronomy blend together for a safari-chic retreat destination in the epicenter of The City of Dreams.

*HotelHendricksNY.com*