

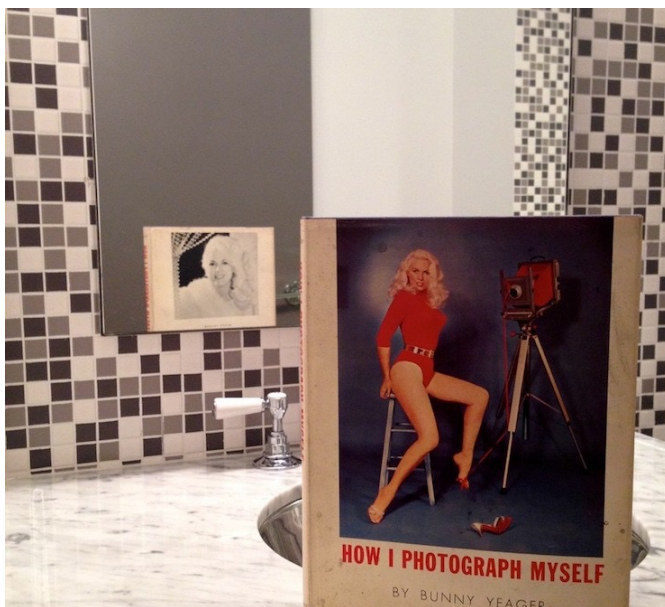
NYC'S Hotel Hugo Does Holiday Bookshop PopUp

The hip new West Soho lodging flaunts its literary cred.



Author: Ken Scrudato

We get so many wonderful things from our favorite hotels: sophisticated tipping, buzzy restaurants, curiously installed art installations, cute foreign strangers...and a sometimes even a luxurious bed to sleep in. But what if a hotel could actually make you smarter? Well, okay...maybe just a little more literate?



New York's still new-ish Hotel Hugo is giving it a good go; starting Friday, December 12, the hotel will be partnering with mobile bookstore Antifurniture for a six-day Holiday PopUp BookShop. But don't come looking for Rudolph and Frosty coloring books. Rather, Antifurniture's Nelson Harst has curated a selection of art, fashion and counterculture titles (including rare and vintage gems), as well as magazines, so you can take care of all those aesthetes and anarchists on your holiday shopping list. And then perhaps nip over to the hotel's fashionable Il Principe Cucina Italiana restaurant for a bite and to show off your gravitas-laden purchases.

All are welcome to shop the store, but Hotel Hugo guests can show their room key for a 20% discount.

