



## LOTTE NEW YORK PALACE

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### **LOTTE NEW YORK PALACE ANNOUNCES THE DEBUT OF “THE MILLIONAIRES’ MAGICIAN” STEVE COHEN AND *CHAMBER MAGIC* IN MARCH 2017**

**NEW YORK, NY (January XX, 2017)** – [Lotte New York Palace](#), one of the most iconic, luxury hotels in New York City, has announced their new partnership with renowned magician **Steve Cohen** as he will begin performing his intimate parlor magic show, *Chamber Magic*, in the hotel’s historic Madison Room. The premiere show at The Palace will take place Friday, March 3, 2017 at 7 pm, with a second show following at 9 pm.

Having launched the show at The Waldorf Astoria hotel in a private suite 16 years ago, Steve Cohen is no novice to the magician’s world. More than 500,000 guests have attended *Chamber Magic* at the Waldorf, and the show has been regularly sold out months in advance. Cohen began practicing magic at the early age of 6 alongside his Great Uncle Nat Zuckerman. He took his first gig at the age of 10 and at the slightly-more-mature age of 13, attended Tannen’s Magic Camp alongside fellow campers David Blaine and Adrien Brody. However, it wasn’t until he graduated from Cornell University that Cohen knew he was meant to make a career out of magic. Today, Cohen has a remarkable resume including a visit to The White House for the White House Correspondents’ Dinner afterparty, a private show held by Warren Buffett in Omaha, Nebraska, and inspiring audience members such as David Copperfield, Teller from Penn and Teller, Paul Allen, Stephen Sondheim, Barry Diller, and Woody Allen, who called the show “a religious experience.” Joining Lotte New York Palace in March of 2017 Cohen will continue to shock and awe the noteworthy names of the world as well as the luxurious guests of the hotel.

“We are thrilled to announce the launch of Steve Cohen’s *Chamber Magic* this coming March and are excited to see what new wonders it will bring to the hotel and our guests,” said Rebecca Hubbard, General Manager of Lotte New York Palace.

The show will play five times every weekend – Fridays and Saturdays at 7 pm and 9 pm, with an additional show at 2 pm on Saturdays. Ticket prices are \$150 for first row seats, \$125 for the second and third rows, and general admission at \$85. The show runs 90 minutes.

“I look forward to converting guests into believers at my new home, Lotte New York Palace. This is truly a magical beginning at an ideal location!” stated Steve Cohen.

*Chamber Magic* is currently ranked as one of the [top 10 theatrical events in New York City](#) by TripAdvisor, which takes all of Broadway into account. Tickets can be purchased on the show’s website, [www.ChamberMagic.com](http://www.ChamberMagic.com).

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#### **About Lotte New York Palace**

Lotte New York Palace, a luxury midtown hotel on the corner of 50th & Madison, was acquired by Lotte Hotels & Resorts on August 28, 2015. Previously, the property completed a \$140 million redesign in the fall of 2013. The renovation transformed the property’s premier rooms and suites in The Towers, a hotel-within-a-hotel. Additional

upgrades included new lobbies, specialty suites and restaurants and bars including Trouble's Trust, The Lobby Lounge, Tavern on 51, Rarities and Pomme Palais. In addition to 30,000 square feet of updated event space, The Palace is home to private spaces located in the historic Villard Mansion that feature 19th century interiors and are ideal for lavish weddings, events and dinners. With 909 rooms and suites, The Palace is known for unparalleled splendor, spectacular views, spacious rooms and exquisite service. Located across the street from St. Patrick's Cathedral and only steps from Rockefeller Center -- the hotel's world-renowned courtyard incorporates motifs from several 15th-century Italian cathedrals and has served as the entranceway to the historic Villard Mansion since 1882. Lotte New York Palace gracefully blends the landmark Villard Mansion with a contemporary 55-story tower. Guests can reserve accommodations online at [www.lottenypalace.com](http://www.lottenypalace.com) or contact reservations at (1-800-697-252) or via email: [reservations@lottenypalace.com](mailto:reservations@lottenypalace.com)