

# Hotel Hugo

*New York*

Hotel Hugo, the newly opened luxury boutique hotel located in Manhattan's trendy Hudson Square neighborhood, shares a number of stylish characteristics with its historical surroundings. Industrial buildings and former factories comprise Hudson Square, once known as the Printing District. Beverly Hills-based architect Marcello Pozzi drew inspiration from the neighborhood's early 20th-century architectural heritage. The hotel's design juxtaposes raw industrial elements with modern finishes, including high-gloss imported Italian walnut paneling, chrome fixtures and exposed concrete.

"The most immediate and strongest visual element is the use of polished walnut wood throughout the hotel," said Pozzi. "The polished wood adds elegance and contributes to the nautical theme, which was designed to capture the glamour and romance of Italian luxury liners of the early 20th century."

In keeping with the design's early 20th-century theme, Pozzi commissioned Italian craftsmen who imported woodwork for the hotel and restaurant.

Replicating the aesthetic of the area's industrial buildings, the hotel features high ceilings and open spaces that reflect the loft of a factory floor. Hotel Hugo incorporates the exposed concrete on both sides of the exterior and the exposed steel at the top of the building as a nod to the area's heritage. The windows also pay homage to the typical SoHo sash windows.

Given the hotel's proximity to SoHo, Pozzi wanted the design and color palette to mirror the raw industrial architecture of the neighborhood's past,

contrasted by Hudson Square's contemporary look. "With that in mind, I incorporated unfinished concrete elements as accents to the glossy walnut paneling that makes up most of the hotel's surface," he said. "The color palette is a warm brown from the walnut paneling, mixed with pops of color such as blue in the guestrooms and lobby."

The entrance of the 20-story hotel features a 17-ft. glass facade leading into the main lobby with floor-to-ceiling modern travertine walls and blue marble flooring. Creating an urban retreat, vertical gardens are positioned throughout the hotel's ground floor starting with a dramatic horticultural structure behind the check-in desk.

Currently known as West SoHo, Hudson Square remains a center of media-related activity in advertising, design, communications and the arts. Hotel Hugo's modern design elements were influenced by the tradition of downtown New York as a mecca for artists and thinkers in the 21st century.

"The neighborhood is a hub for creative types with many media and communication agencies headquartered in the surrounding buildings," said Pozzi. "We wanted to have materials and furnishings that would be as eclectic as them and so we chose varied sized couches, chairs and side tables for the lobby."

Hotel Hugo's guestrooms have a sophisticated residential feel with luxury amenities, including 300-thread count Egyptian cotton sheets, custom-made Italian furnishings and Côté Bastide Argan body care products. The hotel's top floor

suites include a separate desk and vanity area with Hudson River views. Offering functional flexibility, each suite connects to an adjoining king room, allowing for one- or two-bedroom accommodations. All of the rooms have 360-degree views of the river and downtown skyline as well as expansive closet space.

Inspired by SoHo's sidewalk cafes, the hotel's restaurant is located on the street level at the front of the building offering both indoor and outdoor seating. The entrance is designed with 15-ft. glass partitions that open to enhance the indoor-outdoor dining experience. Inspired by nature, the private dining room features a floor-to-ceiling vertical garden wall and full-room skylight. Curved lines are incorporated in the space to enhance the "feeling of flow" that can be found throughout the property.

Hotel Hugo's Italian restaurant, by restaurateur Sean Largotta of Crown Group Hospitality, offers simple, authentic Italian comfort food featuring handmade pastas, as well as a selection of shared small plates and fresh seafood dishes.

"It was important that the restaurant's design reflected its Italian menu," said Pozzi. "It is meant to transport diners to Italy's glamorous past using a combination of glossy wood, marble and polished chrome finishes. The banquettes built of solid wooden slats are inspired by old train seats found in Italy and Europe at the beginning of the 20th century, including an actual train rack in polished chrome above each table for luggage or hanging coats."

—Matthew Marin

