

MORGANS HOTEL GROUP
HUDSON
FACT SHEET

HUDSON
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OWNER	Morgans Hotel Group
MANAGEMENT COMPANY	Morgans Hotel Group
GENERAL MANAGER	Robert Cartwright
RESTAURANTS	Jeffrey Chodorow
OVERALL DESIGN	Philippe Starck
ORIGINALLY BUILT	1928
OPENING DATE	October 2000

ON CONCEPT & DESIGN

Hudson, opened in 2000, delivers a potent combination of urban adventure, daredevil design, and true affordability to arguably the most jaded city in the world, giving New York something even it has never seen before. In a city renowned for its boldness, diversity and eclecticism, Hudson is an inspired piece of organized chaos – a reflection and distillation of New York itself, a melting pot of styles and ideas – shimmering with a hot-rod vivacity and in-your-face style that is hard to ignore and even harder to forget.

Populist without sacrificing high-style, and refreshingly high-style without pretension, Hudson is a bellwether for our time. It is an outgrowth of a new world order, one where ever-growing, instant access to global travel and the internet, with its endless stream of real-time information, has led to a democratization of style, breaking down its formerly sacred barriers, and returning it to the people.

In a world already saturated by designer brands and logos, where style is knocked off and mass marketed at the speed of light, Morgans Hotel Group has solidified the hotel's identity not by creating a single "signature look", but instead by creating an exciting urban adventure that provides a unique experience. It is the collision of styles, ideas and times – the ability to embrace a bit of chaos and the fearlessness to challenge the establishment – that creates energy, and produces a layered and sophisticated environment. Entering such an environment enables people to feel a connection, a heightened sense of self, of time and place, of feeling alive and life itself.

After pioneering the seminal idea of "Hotel as Theater" in the eighties with the ground-breaking Royalton, Morgans Hotel Group has evolved the original concept – updating and refining it – to create "Hotel as Lifestyle." Morgans Hotel Group has never believed that style is a fleeting, trendy or superficial thing. Rather, style is something you live – it is a

basic and profound choice we make every day about who we are and how we want to live our lives. Today, people are feeling more entitled and empowered than ever before to choose a hotel that will mesh with and reflect their lifestyle. Hudson, the ultimate lifestyle hotel, is an outgrowth of this philosophy – where “you are where you sleep” – because where you sleep says to the world “this is who I am.”

Hudson represents the next generation of Cheap Chic – first introduced by Morgans Hotel Group in 1990 at Paramount – stylish, democratic, accessible, young at heart and utterly cool. Hudson, and the philosophy that inspired it, captures the spirit of the age, where the emphasis is placed on unique personal experience, emotion and individuality, rather than status or money, and appeals to a certain sensibility rather than a particular social class. It is a hotel of inclusion rather than exclusion – regardless of who you are, if you “get” Hudson, you will feel welcome and at home there.

In yet another successful collaboration with world-renowned designer Philippe Starck, Hudson is both maverick and engaging – a virtuoso performance that brims with youthful exuberance. Everywhere there is an almost celebratory air – a celebration of beauty, style, community, and fun.

HUDSON'S PUBLIC SPACES INCLUDE

Hudson's main entrance features the now classic play on proportions – a relatively small door leads into a low-slung foyer that is so neutral and low-key it almost recedes from your senses. Which is precisely what it was designed to do. The foyer functions brilliantly as a decompression chamber, a “DMZ” that transitions guests from the hustle and bustle of New York to the separate reality within. This urban chill- out zone does contain one intriguing element that gives a hint of what lies ahead: a solitary 30-foot tunnel of vivid chartreuse-colored light pierces the room at an oblique angle. This glass tunnel houses an escalator that transports you, both literally and figuratively, to a dreamworld that is both captivating and unforgettable.

As you travel up through the entranceway tunnel's suspended volume of light, and begin to see a stretch of the sky unfold above you, there is an unmistakable sense of anticipation – like the first act of a play, or the opening movement of a symphony that builds to a crescendo. Despite this sly build-up, guests will undoubtedly still be astonished by Hudson's climactic lobby – with its 40-foot ceilings it is a soaring and magical space unlike any other.

Visible from the lobby, and indeed from practically everywhere in the entire hotel, is the incredible Private Park, a lavishly landscaped courtyard garden situated above the fray of the city, yet eternally and emotionally connected to it. Recalling the rich history of classic New York roof gardens at the turn-of-the Century, where chic city dwellers escaped for refuge from the hectic urban terrain, it is like a patch of Central Park hovering above 57th Street.

In the tradition of classic grand hotel roof gardens at the turn-of-the Century, Hudson's sumptuous rooftop gardens are at once glamorous and simple. Offering the best of nature, these refuges from the urban fray are enhanced with lush plantings, play area and picnic area for private or communal outdoor dining. These roof gardens, at various elevations, with panoramic views of New York City and the Hudson River, are contained oasis meant for true relaxation—complete with lounging areas and chaises. These are the perfect perch from which to view performances on an ivy-tendriled stage. This new archetype mini-venue offers theatrical performances, ranging from concerts and readings to short plays...all enriching the natural, visceral drama of people-watching.

A modern interpretation of a traditional English garden with Hudson's signature whimsical twist, Sky Terrace is a secret garden 15 floors up. The terrace is composed of a myriad of traditional garden furniture (teak, wicker, cast iron) partnered with modern accent pieces arranged into intimate outdoor seating groups. The Sky Terrace's flora derives from lush greens of the wisteria vines, English ivy and spiral topiaries, and white impatiens and petunias. The greenery is punctuated with vibrant colors from fresh strawberry plants, vibrant handmade glazed pottery and boldly patterned accent pillows, and the yellows of the setting sun over the Hudson. In the middle of the terrace is the solarium bar, accented with antique mirrors and gold foil, floral wall coverings, and surrounded by soft white sheer curtains blowing in the breeze through the French doors. Plush pillows accent the various seating, from couches to lounge chairs to hammocks; perfect for sun bathing and sunset cocktails.

The Hudson Bar is a dazzling and playful update on all those 1960's myths of what the near future would look like – call it 2001 meets 3001. Everything has been designed with the play of light and spirit of contrast in mind – the floor

made entirely of glass that is lit from beneath, the niches of gilded brick, the carved wood African stools, a real tree log punctuated with a variety of chair backs, an eclectic mix of plexiglass and silver-leaf Louis XV furniture, including an 18th century bureau du plat and chairs, the latter upholstered in a revolutionary transparent "technogel" fabric that glows from the light cast through the floor. The Bar also boasts a one-of-a-kind, totally original handpainted ceiling by acclaimed artist Francesco Clemente, featuring a wildly phantasmagorical theme. There is a reflective quality and sensuous translucence to nearly every surface and a riotous collision of influences at every turn. As in all Morgans Hotel Group properties, materials, furniture and objects are not used for purely visual effect, but rather to reveal something of their individuality, and the underlying ideas and philosophy of the hotel they inhabit.

Hudson's latest addition, Hudson Hall is an exciting new concept in food and beverage, conceived uniquely for the hotel in 2010. Located in the space previously occupied by Hudson Cafeteria, Hudson Hall's playful and stylish interiors, designed by SAQ (www.saq.eu), in collaboration with Morgans Hotel Group's design team, are reminiscent of an Ivy League mess hall. The interior updates include refreshed colors, the addition of a long wood and marble bar along the windows looking out on Private Park, and a custom video installation which spans the 360 degree periphery, designed to adapt to the mood and concept of every event. Video clips displaying rotations of academic imagery are curated from local and international artists, creating an installation that has no beginning or end, but is part of a continuum, projected on a layered surface of wood, canvas and paint.

The Library contains all of the classic elements one might expect: high ceilings, elegant wood paneling, walls crammed floor-to-ceiling with interesting books, a large working fireplace, a 75-year old billiard table, antique rugs, and lots of comfortable furniture. Unexpected are the thoroughly modern flat panel computer screens integrated into custom cyber-desks, an outrageously large Ingo Maurer dome lamp that spills purple light onto the billiard table, and a series of humorous black & white photographs by Jean-Baptiste Mondino. And while this mix of traditional and highly unusual elements might seem to be at raucous odds, somehow they serenely co-exist in a collage that is surprisingly balanced, refined, cerebral and comforting.

Like the "brain" of the hotel, the Library is the ideal environment in which to hang out, read a book, chat with a friend or play a computer game. It will also be the site of poetry readings and recitals, as well as an impressive book collection that is constantly updated and curated by a revolving list of guest curators from the worlds of literature, art, music, theater, fashion and design.

GUEST ACCOMMODATIONS

If the Private Park is Hudson's heart, the guestrooms are most assuredly its soul. Inspired by the romance of transatlantic travel, they are reminiscent of a private cabin on an upscale yacht, or the stateroom on a luxury oceanliner. The rooms have the unmistakable feel of movement and transportation about them, and, while on a physical level the journey may be figurative, on a spiritual level it is very real – guests will feel utterly transported to another place and time.

With richly paneled Makore wood walls and floors imported from Africa, sheer, flowing white curtains, streamlined stainless steel tables, stools fashioned from gold-leafed urns, and classically designed headboards and chairs upholstered in white luggage fabric, the kind used on modern steamer trunks, and accented with old-fashioned brass rivets, the rooms evoke the feel and excitement of travel to places yet unknown. In keeping with this theme, each guestroom contains Starck's thoroughly modern version of the classic aluminum chair found on U.S. Navy ships – now ultra lightweight and glowing – made in an exclusive limited edition of 1000 for Hudson. Most guestrooms have gorgeous views of the Private Park, and many have views of Central Park.

Often it is a single, deceptively simple gesture that can transform a room – here that gesture is in the custom bedside lamps, painted by Francesco Clemente exclusively for Hudson's opening. These totally unique and original light-paintings consist of paired allegorical images that lend an unmistakable presence and spirit to every room, allowing guests to feel both alone and not alone within their room, and further contributing to its sense of dynamism, motion, and travel. The lamps – essentially miniature light box installations – will feature a revolving exhibition of work by both renowned, as well as up and coming artists from all over the world.

GUEST SERVICES

As with all of Morgans Hotel Group properties, service is a paramount concern. Hudson provides: King- and Queen- and Twin- sized beds; Wide-screen color TV with Full Cable Access; Movies On Demand; In-room Entertainment Center, including AM/FM Radio, CD and DVD players; State-of-the-art Telecommunications System with Three 2-line Telephones with Conference and Speaker capability; Wireless High- speed Internet Access; Private Telephone Number direct to each room; Data Port Connections for Modem/Fax hookups; Portable Computers; Mobile Phones and Fax Machines available on request; In-Room Refreshments; Fresh Flowers; Turn-Down Service on request; Newspapers of Choice delivered on request; 24-hour Concierge and Room Service; Valet Parking; Afternoon Tea and Coffee service; In-room Agua Bathhouse products and services; Deluxe Penthouse Apartments with State-of-the- Art Audiovisual Systems available for private functions; and Non Smoking Rooms.

HOTEL HISTORY

The Hudson was built in 1928 by the daughter of JP Morgan as the American Women's Association clubhouse and residence for young women in New York. During World War II the building housed Dutch soldiers. Most recently, the space served as the headquarters for Channel Thirteen. In 1997, the building was purchased by Morgans Hotel Group and underwent a three-year renovation at the cost of \$125 million dollars. It is fitting that the building has been used for both communal organizations and for free-access public broadcasting, for Hudson now follows both these veins—providing a gathering place for public and private social events and being truly accessible to virtually any consumer.

RESERVATIONS AND RATE INFORMATION

Reservations US 800 444 4786
www.hudsonhotel.com

MEETINGS AND EVENT RESERVATIONS

Hudson offers amazing Indoor and Outdoor spaces ideal for meetings, receptions, dinners, weddings, photo shoots and filming:

15,000 sq ft meeting/event space

Up to 400 for a cocktail reception and up to 120 for a seated dinner

Meeting from 10 to 175 guests

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