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## First Look: NYC's Hotly Anticipated 11 Howard Hotel



You can't swing a Pizza Rat in NYC without hitting some or other new "boutique" hotel. But in terms of cultural significance some hotels are, well, bigger than others.

And as big news goes in Gotham's overheated hospitality market, one could hardly fathom a greater sense of anticipation than that swirling around Aby Rosen's [11 Howard](#), which officially opens to the public this month in the lower reaches of Soho. Indeed, its Beatrice Inn alum'd bar [The Blond](#) debuted two weeks ago with a celeb studded bash, and has been abuzz ever since (a Stephen Starr restaurant is on the way). The hotel itself, designed by Danish superstar Anda Andrei and her SPACE Copenhagen cohorts Signe Bindslev Henriksen and Peter Bundgaard Rützo, has some of the most strikingly conceived public spaces and sleeping chambers in the city.



But it's the substance behind the style that most distinguishes 11 Howard. The hotel's "conscious hospitality" program has led to partnerships with the likes of Barbara Burchfield and Olivia Wilde's [Conscious Commerce](#) and Lauren Bush's [FEED](#). Guest's booking directly through the hotel's site will have a portion of their reservation cost donated to the [Global Poverty Project](#). As well, [Thrive Market](#) and Conscious Commerce will provide the food for the rooms' FEED Bags—and each one purchased will go to feeding 11 people in need.

For our part, we hope it's the start of a whole new hotel trend.

