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DESIGN IDEAS TO STEAL FROM NEW YORK'S 11 HOWARD HOTEL

With rooms best described as cozy, calm and collected, this SoHo gem is brimming with small-space inspiration.



Courtesy of 11 Howard

The architect Anda Andrei stops me on my way up the stairs. I'm supposed to be clandestinely headed to the washroom at the new 11 Howard hotel, but the Romanian-born Andrei insists we start our tour of the property. Dressed simply in a Celine-esque coat (that turns out to be COS), a pair of skinny blue jeans and pointy-toed flats worn with black fishnet ankle socks, Andrei is a vision of an architect straight out of [Nancy Meyers](#)'s imagination. Needless to say, I'm enamored. 11 Howard is Andrei's latest project, a new hotel from real estate mogul Aby Rosen, who worked in tandem with the Copenhagen-based design firm [SPACE](#).



The building's previous life as a Holiday Inn (and before that, a post office) informs the layout of the new luxury property in unexpected and remarkable ways—the staircase off the lobby is pragmatically inspired by New York City fire escapes; hallways are lined with sconces in the spot where their more humble predecessors once cast an unflattering glow.

Andrei and SPACE worked to create rooms that are best described as cozy, calm and collected—and rife with small space inspiration. Here, a few of our favorite lessons learned:

LIMIT YOUR COLOR PALETTE

This is the most obvious design tenet employed throughout hotel, and it pays off in spades. Each of the 221 guest rooms are limited to warm grey hues with a dash of brass and marble for good measure. A rose-hued blanket custom-designed for the hotel by [Society](#) drapes across the foot of each bed while blue velvet curtains frame the views of SoHo below.



THINK: HUMBLE MATERIALS MEET GLORIOUS DETAILS

"It's the way we dress, it's the way we live," says Andrei of the elevated mix of simple materials used throughout the interior. "The color is a natural dye; it's smoked, not painted or chemically treated. There is something about the honesty of these materials that ultimately, even used, they might look better than new. It's not all distressed and it's not all polished—it's a balance."



USE FURNITURE THAT MULTITASKS

One easy design solution SPACE and Andrei employed in the smaller rooms: Multitasking furniture. When a second end table wouldn't fit beside the bed, they placed a desk to one side so that guests would have somewhere to set a drink. Wall-mounted lamps provide directional task lighting sans the footprint of a floor or desk lamp.



REDUCE, REUSE, RESTYLE

To make efficient use of the entire piece of marble that is the bathroom counter, Andrei and SPACE refined the piece that was cut out for the sink and repurposed it as a tray. It rests on the console below the television as the perfect perch for an ice bucket.



Courtesy of V Howard

MAKE YOUR SPACE SMARTER

In lieu of a front desk, the hotel lobby features iPads stationed atop monolithic tables arranged like a sculpture garden. In a year or so guests should be able to check-in on their mobile devices—though staffers dressed in custom-designed SPACE uniforms are still on hand to assist. In each guest room, a tablet can be used for luggage assistance, room service or concierge requests