



# SPACE

SURREAL ESTATE & DESIGN



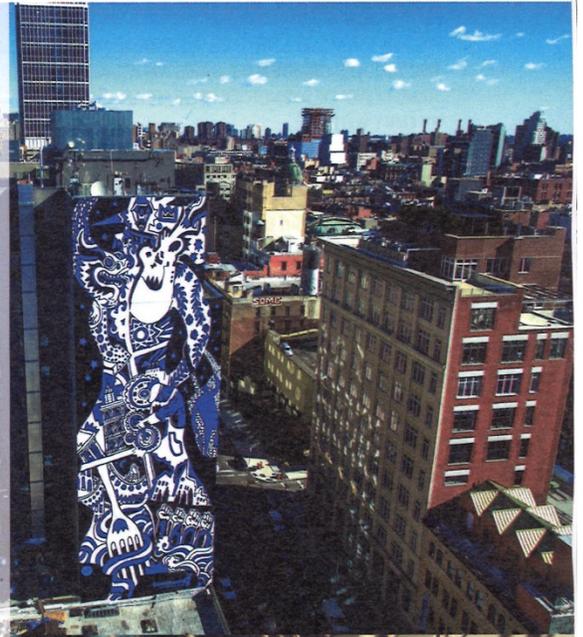
## ST-ART IT UP!

REAL ESTATE MOGUL **ABY ROSEN** REINVIGORATES SOHO AS A NEXUS OF CREATIVITY WITH A NEW HOTEL. **BY SAMANTHA YANKS**

It all starts with art for real estate mogul and RFR cofounder Aby Rosen, whose latest venture, the 221-room hotel 11 Howard, is a vibrant reflection of Soho's cultural history. For the famous collector, the property provides a gallery to showcase his personal favorites—eclectic works that include a neon art piece by Dan Attoe, a limited-edition

Alexander Calder mobile, and a hand-painted silk mural by Holly Fowler. The meticulously curated objects are displayed throughout the space, from an artisanal shop curated by creative consultant and interior designer Oliver Gustav to a sun-drenched library filled with one-of-a-kind finds from fashion designer Rick Owens, architects Giò Ponti and Tobia Scarpa, and Signe Bindsvlev Henriksen and Peter Bundgaard (the design team behind Copenhagen's famed Noma restaurant).

For Rosen, Soho perfectly blends together the aspects of the New York City that he loves most—art, fashion, style, food, and design. "Where Howard, Lafayette, and Crosby Streets meet is the last remaining vicinity in Soho that upholds the cultural context of the neighborhood the way it used to be," says Rosen. "I want to build a great experience upon Howard Street's story with this hotel." 11 Howard St., 212-235-1111; 11howard.com ■



Golden touch! 11 Howard, real estate mogul Aby Rosen's (TOP LEFT) latest venture in Soho, showcases works by exciting and emerging artists, such as Charming Baker's bronzes (HERE) and Holly Fowler's painted silk (LEFT).



PHOTOGRAPHY: JEFFREY MAYER; STYLING: JESSICA WATSON; HAIR: ANDREW ANDERSON; MAKEUP: JESSICA WATSON; ART: DAN ATTOE; ART: HOLLY FOWLER; ART: CHARMING BAKER