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# GOTHAM

## How 11 Howard Turned a Former Holiday Inn into a Vibrant Homage to SoHo

Real estate mogul Aby Rosen reinvigorates SoHo as a nexus of creativity with a new hotel.



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 Bindslev 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*