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## 11 Howard to Open in Manhattan



Aby Rosen, co-founder of New York-based real estate design company [RFR Holding](#), has announced the opening of [11 Howard](#), a hotel in Manhattan's SoHo, neighborhood. Designed by New York-based [Anda Andrei](#) in partnership with Copenhagen-based interior designers Signe Bindslev Henriksen and Peter Bundgaard Rützou, founders of [Space Copenhagen](#), the hotel occupies a building on the corner of Howard and Lafayette that has been updated by New York-based [Beyer Blinder Belle](#) architects.

The design infuses a clean Danish sensibility with the raw industrial aesthetic of New York. Meticulously curated objects give the space the feel of an art gallery. Every area in the hotel contains a bespoke piece of furniture, painting, sculpture, or a digital art piece chosen specifically to frame the guest experience.

Visible from the street is a view of the custom-made blackened steel cylindrical staircase that links the lobby to the second floor amenity spaces. At the top of the stairs hangs a neon light piece by artist Dan Attoe, while the lobby's 15-foot-high ceiling is lined with bleached oak wood paneling, from which hangs a limited edition Alexander Calder mobile. To the right of the lobby, which features polished concrete floors, is an artisanal shop curated by Copenhagen-based Oliver Gustav.

The 221 guestrooms boast 11-foot-high ceilings and an abundance of natural light. They are furnished with a bed, chairs, desk, credenzas, tables, and lights, all designed by SPACE Copenhagen, and handcrafted by Danish carpenters in a variety of luminous woods and fabrics. A single art object designed by ceramist Katie Yang is placed in each room. Porcelain tile, marble countertops, and brass trimmings line the bathrooms.

The library, an open sun-drenched space on the second floor, features a wide wood board floor, plaster walls, plush area rugs, and a collection of furniture curated from different parts of the world. It includes one-of-a-kind designed pieces by Signe Bindslev Henriksen and Peter Bundgaard of Space Copenhagen, Rick Owens, Gio Ponti, Tobia Scarpa, Vincenzo De Cottis, Gabriel Hendifar, and Jeremy Anderson. In the room also hang two photographs by Hiroshi Sugimoto.

11 Howard also features a restaurant by Stephen Starr and chef Daniel Rose. The hotels' bar, the Blond, morphs throughout the day, from a casual workspace to an elegant bar to a nightclub. The Creative Studio, a flexible meeting space, features a handpainted silk mural by English painter and fashion designer Holly Fowler, while a mural by Brooklyn art organization Groundswell adorns the hotel's south facing wall. Staff uniforms were created by New York-based fashion designer Serkan Sarier.