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GLOBAL HOTEL DESIGN

RFR Holding Announce 11 Howard



Aby Rosen, co-founder of real estate design company RFR Holding, has announced the opening of 11 Howard, a New York hotel experience driven by fashion, furniture and craftsmanship in SoHo. Guests will experience the energy of New York City through the hotel's innovative design, art, fashion and cuisine.

Located on Howard Street, one of few remaining streets to maintain the original essence of what it was in the early 1800s, the architectural design behind 11 Howard is enhanced by the historic and cultural-focused architecture firm Beyer Blinder Belle.

Creative Director, Anda Andrei of Anda Andrei Design, in partnership with interior designers Signe Bindslev Henriksen and Peter Bundgaard Rützou – the team behind the Danish architecture and design studio SPACE Copenhagen – have consciously crafted the hotel to infuse the DNA of Danish design tradition with the raw and industrial of New York.

The reception, which features a custom-made blackened steel cylindrical staircase with artwork by Dan Attoe, links the second floor amenity spaces and is the first signal of the blending of old and new. Furnished with unique and sculptural furniture, the hotel lobby has Alexander Calder's Untitled, 1976 mobile as its centerpiece. An artisan shop, curated by creative consultant and interior designer, Oliver Gustav, stands to the lobby's right.

11 Howard's 221 guestrooms, with furniture designed by SPACE Copenhagen, boast 11-foot-high ceilings and oversized windows for abundant natural light that offer unique views of the Empire State Building and Brooklyn Bridge, while the hotel's Terrace Suite extends these city sights with a wrap-around landscaped terrace, with a 270-degree view of downtown Manhattan.

The hotel's food and beverage offer comprises Blond bar, a warmly-lit space serving up signature cocktails, and a restaurant, conceptualised by Stephen Starr of Morimoto. Additional spaces include the library, an open, sun-drenched space with a collection of furniture designed by Signe Bindslev Henriksen and Peter Bundgaard of SPACE Copenhagen, Rick Owens, Gio Ponti, Tobia Scarpa, Vincenzo De Cottis, Gabriel Hendifar and Jeremy Anderson, and the Creative Studio, a room for up to 14 people for a meetings or dinner parties. Like all the other spaces of the hotel, it features a one-of-a-kind piece of art commissioned by Rosen, with a unique hand-painted silk mural by English painter and fashion designer Holly Fowler.

The hotel has partnered with a number of nonprofit organisations and businesses in an effort to give back to the community and to the world, including Global Poverty Project, Barbara Burchfield and Olivia Wilde's Conscious Commerce, Lauren Bush Lauren's FEED and Thrive Market, whose goal is to make healthy affordable to everyone.

www.11howard.com