



HOT PROPERTIES

## BLOCK PARTY

A slew of openings starting this spring signals a new guard on Howard Street in SoHo. “It’s the last of an authentic, cool domain where things are really interesting in NYC,” says real estate mogul Aby Rosen, whose new hotel—along with several stylish neighbors (below)—will soon call Howard Street home. —*M.E.*



### ◀ 11 HOWARD

For Rosen’s new hotel, set to open next month, he assembled a rock-star roster: Anda Andrei for creative direction and restaurateur Stephen Starr to helm food and beverage. An avid art collector, Rosen secured custom sculptures from Katie Yang for the 221 guest rooms, while Hiroshi Sugimoto’s abstract work will fill the on-site co-working space. [11howard.com](http://11howard.com)



### ◀ CENTER FOR GOODS

Robin Standefer and Stephen Alesch, the husband-and-wife team behind 11 Howard’s restaurant and design firm Roman & Williams, will showcase their tastes at a multistory retail outlet. Howard Street “combines raw character and artistic community,” according to the couple, who plan to open a retro-inspired general store in 2017 that will stock everything from dinnerware to a variety of brooms. [romanandwilliams.com](http://romanandwilliams.com)



### ◀ ROLL & HILL

A few doors down, Brooklyn-based lighting designer and Roll & Hill founder Jason Miller will open a new boutique for his six-year-old firm, which has become renowned for its rustic, industrial-tinged aesthetic. Miller will bring his own work, as well as lamps and lights by the likes of Lindsey Adelman and Bec Brittain, to the Howard Street boutique, which will open its doors in May. [rollandhill.com](http://rollandhill.com)



### ◀ M. CROW & CO.

Inspired by the century-old general store that he salvaged from closure near his hometown of Joseph, Oregon, furniture designer Tyler Hays of BDDW recently launched a new M. Crow branch on Howard Street.