



LOTTE NEW YORK PALACE

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LOTTE NEW YORK PALACE COMPLETED \$140 MILLION RENOVATION WITH MAJOR REDESIGN OF ELITE TOWERS ROOMS AND SUITES

The Towers, a lavish hotel-within-a-hotel, welcomes guests with new private reception and a residential design attitude that combines a contemporary look with a nod to a historic past

New York, NY, July 2014 – As part of its \$140 million redesign in 2013, [LOTTE New York Palace](#), a luxury midtown hotel, completed a \$25 million makeover of its luxurious Towers accommodations. Lotte New York Palace employed two design firms to assist in this renovation: San Francisco-based design firm [BAMO](#); who redesigned The Towers' 176 guest rooms and suites as well as the new private reception experience; and New York-based design firm [HOK](#), who renovated two of the hotel's triplex suites and the new Metropolitan Suite. Reflecting an upscale residential atmosphere with hints of inspiration from The Palace's historic Villard Mansion, the redesign elevated traditional luxury to new heights for today's discerning global traveler.

The Towers is a separate and distinct part of Lotte New York Palace, occupying the hotel's top 14 floors. With a private reception area, accessible from the main lobby, the Towers come complete with a dedicated Les Clefs d'Or concierge team, exclusively for The Towers guests. Elevators transport guests to floors 41 through 53, which house luxurious accommodations with spectacular skyline views.

The private entranceway to The Towers lobby was expanded in size and boasts stylish upgrades, such as art deco screens and warm lighting. Upon entering the reception area, guests are warmly greeted by The Towers' staff into a room of quiet elegance surrounded by richly appointed materials. The walls of the entranceway feature silk and wood grain paneling. Elements of the lobby design also harken back to the Villard Mansion design, with classical 19th century patterns echoing through the design of the rich brown carpeting and ceiling.

From the luxe new lighting touches to the eclectic mix of materials and furniture, The Towers' updated rooms and suites invoke a decidedly 'home away from home' feel for its sophisticated clientele. A soft, subdued color palette places the main emphasis on one of the best features of The Towers – the breathtaking city views from the suites' windows. Pops of color also come from the

mixed media artwork that adorn the walls, selected by art advisor Nancy Sweeney. Strong geometric elements punctuate the furniture, carpet, and textiles in the renovated rooms.

Other highlights include the addition of rainshowers in many of the rooms, repurposed wood features over guestroom doors and valances and sliding partition doors in The Tower Executive suites.

BAMO referenced the historic design of Lotte New York Palace Villard Mansion in subtle ways, such as incorporating the decorative nail head motifs into the sofas and the large custom-made, rosewood headboards that frame the beds.

“We wanted to tip a hat to the rich, historic feel of the Villard Mansion, but ensure that The Towers rooms and suites also have a contemporary feel,” said Steve Henry, BAMO’s principal in charge on the project. “Our goal was to give guests the sense that while they are walking into a modern setting, they quickly understand that this is a timeless design.”

The Metropolitan Suite, a 2 bedroom, 2-1/2 bath suite renovation, was originally styled a chilly white with austere finishes. Through the layering of art, accessories, color and texture, HOK created a living art gallery in the sky. Each room was inspired by the urban fabric of New York City; the living room using yellow and blue accent colors which are derived from streaming taxi’s below and a serene sky above; the master suite referencing the city’s night views; and the second bedroom includes butterflies flying toward the window amidst a black and white photo collection of iconic New York images. Eclectic furniture is introduced throughout the suite and is layered with additional artwork, color and texture to create a space that feels like a living art gallery.

“Our vision coupled with the client’s goal was to create an art installation rooted in elegance; a living art gallery in the sky,” said Amy Jakubowski, Former Partner at HOK.

In addition to a rejuvenated look and feel, rooms in The Towers also received a technological and sustainability facelift with a combined effort from integrator Mode: Green and hotel technology consultants Enterprise Solutions Providers, LLC. Business and leisure travelers alike now enjoy the simple Crestron touch-screen user interfaces that control all of the room’s high-tech features, easily accessible electrical outlets, automated roman shades and blackout privacy curtains, iPod docking stations, television systems that can synch with computers or even personal Netflix accounts and full lighting controls to enhance the tasteful lighting designs of Bouyea & Associates. The combination of these technologies, including LED lighting and intelligent thermostats, also provides the hotel with behind-the-scenes energy management that creates zero impact on the overall guest experience. Beyond the room itself, guests have access to an on screen menu of the hotel’s amenity offerings including spa appointments and in-room dining menus.

“The connectivity and functionality in The Towers rooms and suites has become just as important to our guests as their beauty,” said Former General Manager David Chase. “With this renovation, we were able to completely rethink how a hotel can serve its guests. The updated Towers are an extension of our guest’s homes and offices, allowing them to access all of the comforts and conveniences of each – with the addition of an exceptional view over midtown Manhattan.”

For more information, visit www.lottenypalace.com

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About LOTTE New York Palace

LOTTE New York Palace, a luxury midtown hotel on the corner of 50th & Madison, was acquired by LOTTE Hotels & Resorts on August 28, 2015. Previously, the property completed a \$140 million redesign in the fall of 2013. The renovation transformed the property's premier rooms and suites in The Towers, a hotel-within-a-hotel. Additional upgrades included new lobbies, specialty suites and restaurants and bars including Trouble's Trust, The Lobby Lounge, Tavern on 51, Rarities and Pomme Palais. In addition to 30,000 square feet of updated event space, The Palace is home to private spaces located in the historic Villard Mansion that feature 19th century interiors and are ideal for lavish weddings, events and dinners. With 909 rooms and suites, The Palace is known for unparalleled splendor, spectacular views, spacious rooms and exquisite service. Located across the street from St. Patrick's Cathedral and only steps from Rockefeller Center -- the hotel's world-renowned courtyard incorporates motifs from several 15th-century Italian cathedrals and has served as the entranceway to the historic Villard Mansion since 1882. LOTTE New York Palace gracefully blends the landmark Villard Mansion with a contemporary 55-story tower. Guests can reserve accommodations online at www.lottenypalace.com or contact reservations at (1-800-697-2522) or via email: reservations@lottenypalace.com

About BAMO

Celebrating its 20th Anniversary and named 2011 Gold Key Designer of the Year, BAMO enjoys an international reputation for refinement and style. Focused on luxury hospitality and residential interior design, the award-winning firm brings creativity, personalized service, and attention to detail to every commission, enabling each client to realize their unique project vision. Recent projects include The Taj Mahal Palace Mumbai, Mandarin Oriental San Francisco, Rosewood Mansion on Turtle Creek, and Four Seasons Resort Bora Bora, recipient of three Gold Key Awards. For additional information, please visit www.bamo.com.

About HOK

HOK is a global design, architecture, engineering and planning firm. Through a network of 24 offices worldwide, HOK provides design excellence and innovation to create places that enrich people's lives and help clients succeed. For four consecutive years, Design Intelligence has ranked HOK as a leader in sustainable and high-performance design. For more information, visit: hok.com