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## HUDSON

<b>OWNER:</b>	Morgans Hotel Group
<b>MANAGEMENT COMPANY:</b>	Morgans Hotel Group
<b>OVERALL DESIGN:</b>	Philippe Starck
<b>RESTAURANTS:</b>	Jeffrey Chodorow
<b>HOTEL MANAGER:</b>	Todd Scartozzi
<b>OPENING DATE:</b>	October 2000
<b>ORIGINALLY BUILT:</b>	1928

### **GENERAL DESCRIPTION:**

Hudson delivers a potent combination of urban adventure, daredevil design, and true affordability to arguably the most jaded city in the world, giving New York something *even it* has never seen before. In a city renowned for its boldness, diversity and eclecticism, Hudson is an inspired piece of organized chaos – a reflection and distillation of New York itself, a melting pot of styles and ideas – shimmering with a hot-rod vivacity and in-your-face style that is hard to ignore and even harder to forget.

Populist without sacrificing high-style, and refreshingly high-style without pretension, Hudson is a bellwether for our time. It is an outgrowth of a new world order, one where ever-growing, instant access to global travel and the internet, with its endless stream of real-time information, has led to a democratization of style, breaking down its formerly sacred barriers, and returning it to the people.

In a world already saturated by designer brands and logos, where style is knocked off and mass marketed at the speed of light, Morgans Hotel Group has solidified the hotel's identity not by creating a single "signature look", but instead by creating an exciting *urban adventure* that provides a unique experience. It is the collision of styles, ideas and times – the ability to embrace a bit of chaos and the fearlessness to challenge the establishment – that creates energy, and produces a layered and sophisticated environment. Entering such an environment enables people to feel a connection, a heightened sense of self, of time and place, of feeling alive and life itself.

After pioneering the seminal idea of "Hotel as Theater" in the eighties with the groundbreaking Royalton, Morgans Hotel Group has evolved the original concept – updating and refining it – to create "Hotel as Lifestyle." Morgans Hotel Group has never believed that style is a fleeting, trendy or superficial thing. Rather, style is something you live – it is a basic and profound choice we make every day about who we are and how we want to live our lives. Today, people are feeling more entitled and empowered than ever before to choose a hotel that will mesh with and reflect their lifestyle. Hudson, the ultimate lifestyle hotel, is an outgrowth of this philosophy – where "*you are where you sleep*" – because where you sleep says to the world "this is who I am."

With rooms starting at \$145, Hudson represents the next

generation of Cheap Chic - first introduced by Morgans Hotel Group in 1990 at Paramount – stylish, democratic, accessible, young at heart and utterly cool. Hudson, and the philosophy that inspired it, captures the spirit of the age, where the emphasis is placed on unique personal experience, emotion and individuality, rather than status or money, and appeals to a certain sensibility rather than a particular social class. It is a hotel of inclusion rather than exclusion – regardless of who you are, if you “get” Hudson, you will feel welcome and at home there.

In yet another successful collaboration with world-renowned designer Philippe Starck, Hudson is both maverick and engaging – a virtuoso performance that brims with youthful exuberance. Everywhere there is an almost celebratory air – a celebration of beauty, style, community, and fun.

## DESIGN FEATURES:

Hudson’s Public Spaces include:

Hudson’s **main entrance** features the now classic play on proportions – a relatively small door leads into a low-slung foyer that is so neutral and low-key it almost recedes from your senses. Which is precisely what it was designed to do. The foyer functions brilliantly as a decompression chamber, a “DMZ” that transitions guests from the hustle and bustle of New York to the separate reality within. This urban chill-out zone does contain one intriguing element that gives a hint of what lies ahead: a solitary 30-foot tunnel of vivid chartreuse-colored light pierces the room at an oblique angle. This glass tunnel houses an escalator that transports you, both literally and figuratively, to a dreamworld that is both captivating and unforgettable.

As you travel up through the entranceway tunnel’s suspended volume of light, and begin to see a stretch of the sky unfold above you, there is an unmistakable sense of anticipation – like the first act of a play, or the opening movement of a symphony that builds to a crescendo. Despite this sly build-up, guests will undoubtedly still be astonished by Hudson’s climactic **lobby** – with its 40-foot ceilings it is a soaring and magical space unlike any other.

Visible from the lobby, and indeed from practically everywhere in the entire hotel, is the incredible **Private Park**, a lavishly landscaped courtyard garden situated above the fray of the city, yet eternally and emotionally connected to it. Recalling the rich history of classic New York roof gardens at the turn-of-the Century, where chic city dwellers escaped for refuge from the hectic urban terrain, it is like a patch of Central Park hovering above 57<sup>th</sup> Street.

In the tradition of classic grand hotel **roof gardens** at the turn-of-the Century, Hudson’s sumptuous rooftop gardens are at once glamorous and simple. Offering the best of nature, these refuges from the urban fray are enhanced with lush plantings, play area and picnic area for private or communal outdoor dining. These roof gardens, at various elevations, with panoramic views of New York City and the Hudson River, are contained oasis meant for

true relaxation—complete with lounging areas and chaises. These are the perfect perch from which to view performances on an ivy-tendriled stage. This new archetype mini-venue offers theatrical performances, ranging from concerts and readings to short plays...all enriching the natural, visceral drama of people-watching.

The **Hudson Bar** is a dazzling and playful update on all those 1960's myths of what the near future would look like – call it 2001 meets 3001. Everything has been designed with the play of light and spirit of contrast in mind – the floor made entirely of glass that is lit from beneath, the niches of gilded brick, the carved wood African stools, a real tree log punctuated with a variety of chair backs, an eclectic mix of plexiglass and silver-leaf Louis XV furniture, including an 18<sup>th</sup> century bureau du plat and chairs, the latter upholstered in a revolutionary transparent "technogel" fabric that glows from the light cast through the floor. The Bar also boasts a one-of-a-kind, totally original handpainted ceiling by acclaimed artist Francesco Clemente, featuring a wildly phantasmagorical theme. There is a reflective quality and sensuous translucence to nearly every surface and a riotous collision of influences at every turn. As in all Morgans Hotel Group properties, materials, furniture and objects are not used for purely visual effect, but rather to reveal something of their individuality, and the underlying ideas and philosophy of the hotel they inhabit.

The hotel's restaurant, **Hudson Cafeteria**, is a soaring and dramatic yet homey and intimate space. Outfitted like a real working kitchen, with its intricate brick walls, communal wood tables and benches, and stained glass, it resembles a traditional dining hall or eating club at a prestigious university. Reflecting the way we live today – with kitchens replacing living rooms as the "hearth" of the house, the Cafeteria has a touch of the classic Automat of the 1940's and 50's to it, but updated, and thoroughly humanized. Here, as elsewhere in the hotel, there is clearly delight in the playful corruption of classical elements: the tables and benches are improbably long, the working cupboards are impossibly tall (and actually house the plates, cups, and utensils, pantry-style), the stained glass, by renowned artist Jean-Baptiste Mondino, is of silhouettes set amidst burning flames instead of the more typical heraldic crest motif. Perhaps best described as "Ivy League meets Alice in Wonderland," the Cafeteria epitomizes the Morgans Hotel Group mantra to continually push the envelope, to move forward, to be daring and innovative, and to update and reinvent the successes of the past. The eat-in kitchen, as well as the communal restaurant dining table – both concepts created by Morgans Hotel Group at the Delano some eight years ago, (and copied by countless others ever since) – have been revisited here in a purer, more relevant and refined way.

The **Library** contains all of the classic elements one might expect: high ceilings, elegant wood paneling, walls crammed floor-to-ceiling with interesting books, a large working fireplace, a 75-year old billiard table, antique rugs, and lots of comfortable furniture. Unexpected are the thoroughly modern flat panel computer

screens integrated into custom cyber-desks, an outrageously large Ingo Maurer dome lamp that spills purple light onto the billiard table, and a series of humorous black & white photographs by Jean-Baptiste Mondino. And while this mix of traditional and highly unusual elements might seem to be at raucous odds, somehow they serenely co-exist in a collage that is surprisingly balanced, refined, cerebral and comforting. Like the “brain” of the hotel, the Library is the ideal environment in which to hang out, read a book, chat with a friend or play a computer game. It will also be the site of poetry readings and recitals, as well as an impressive book collection that is constantly updated and curated by a revolving list of guest curators from the worlds of literature, art, music, theater, fashion and design.

#### **GUEST ACCOMMODATIONS:**

If the Private Park is Hudson’s heart, the guestrooms are most assuredly its soul. Inspired by the romance of transatlantic travel, they are reminiscent of a private cabin on an upscale yacht, or the stateroom on a luxury oceanliner. The rooms have the unmistakable feel of movement and transportation about them, and, while on a physical level the journey may be figurative, on a spiritual level it is very real – guests will feel utterly transported to another place and time.

With richly paneled Makore wood walls and floors imported from Africa, sheer, flowing white curtains, streamlined stainless steel tables, stools fashioned from gold-leafed urns, and classically designed headboards and chairs upholstered in white luggage fabric, the kind used on modern steamer trunks, and accented with old-fashioned brass rivets, the rooms evoke the feel and excitement of travel to places yet unknown. In keeping with this theme, each guestroom contains Starck’s thoroughly modern version of the classic aluminum chair found on U.S. Navy ships – now ultra lightweight and glowing – made in an exclusive limited edition of 1000 for Hudson. Most guestrooms have gorgeous views of the Private Park, and many have views of Central Park.

Often it is a single, deceptively simple gesture that can transform a room – here that gesture is in the custom bedside lamps, painted by Francesco Clemente exclusively for Hudson’s opening. These totally unique and original light-paintings consist of paired allegorical images that lend an unmistakable presence and spirit to every room, allowing guests to feel both alone and not alone within their room, and further contributing to its sense of dynamism, motion, and travel. The lamps – essentially miniature light box installations – will feature a revolving exhibition of work by both renowned, as well as up and coming artists from all over the world.

#### **GUEST SERVICES:**

As with all of Morgans Hotel Group properties, service is a paramount concern. Hudson provides: King- and Queen- and Twin- sized beds; Wide-screen color TV with Full Cable Access; Movies On Demand; In-room Entertainment Center, including AM/FM Radio, CD and DVD players; Hairdryer; State-of-the-art Telecommunications System with Three 2-line Telephones with Conference and Speaker capability; Wireless High-speed Internet Access; Private Telephone Number direct to each room; Data Port

Connections for Modem/Fax hookups; Portable Computers; Mobile Phones and Fax Machines available on request; In-Room Refreshments; Fresh Flowers; Turn-Down Service on request; Newspapers of Choice delivered on request; 24-hour Concierge and Room Service; Valet Parking; Afternoon Tea and Coffee service; In-room Agua Bathhouse products and services; Deluxe Penthouse Apartments with State-of-the-Art Audiovisual Systems available for private functions; and Non Smoking Rooms.

#### EXECUTIVE SERVICES:

Full-service Business Center; 24-Hour Multilingual Secretarial Staff on request; Multi-Service Meeting Spaces and Hospitality suites; Video-Conferencing; Executive Board Room; Top-flight Audiovisual and Telecommunications Equipment; Production, Wardrobe, Makeup and Casting rooms; Private Conference facility.

#### HOTEL HISTORY:

The Hudson was built in 1928 by the daughter of JP Morgan as the American Women's Association clubhouse and residence for young women in New York. During World War II the building housed Dutch soldiers. Most recently, the space served as the headquarters for Channel Thirteen.

In 1997, the building was purchased by Morgans Hotel Group and underwent a three-year renovation at the cost of \$125 million dollars. It is fitting that the building has been used for both communal organizations and for free-access public broadcasting, for Hudson now follows both these veins—providing a gathering place for public and private social events and, with its room rates starting at \$145, being truly accessible to virtually any consumer.

#### RESERVATIONS AND RATE INFORMATION:

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#### MORGANS HOTEL GROUP:

In 1984, Morgans Hotel Group created a hotel so avant-garde that it revolutionized the hospitality industry. Banishing tradition, they introduced the concept of the "Boutique Hotel," characterized by personalized service and home-away-from-home ambience in a setting of modern elegance.

In 1984, Morgans Hotel Group developed its first property, **Morgans** on Madison Avenue in New York City. An instant hit, the hotel revolutionized the hospitality industry with the introduction of the "Boutique Hotel" concept, characterized by personalized service and home-away-from-home ambience in a setting of timeless elegance. This boutique concept was again showcased with great success at New York's **Royalton**, the first property designed by Philippe Starck.

In 1995, Morgans Hotel Group opened the hugely well-received **Delano**, set directly on Miami Beach, and completely refurbished

the hotel in 2006. Located in the heart of one of America's most energized gateway cities, Delano represents the next generation of "Urban Resort" – where the notions of the "Indoor/Outdoor Lobby" and the idea of "Simple Chic" were initiated. Delano is, all at once, a red-hot trendsetting hub of social activity, a sophisticated, serene hotel and an elegant beachfront family resort.

**The Shore Club**, managed by Morgans Hotel Group, is a spectacular oceanside resort also located in Miami Beach. With landscaping inspired by the rich intense Matisse-inspired colors of the Jardin Majorelle in Marrakech, The Shore Club is redefining cool on Miami's South Beach. The magic is in the details of the hotel: the landmarked Art Deco lobby is conceived as a calming transition to the labyrinth of gardens with secret passageways, alcoves and succession of different Indoor / Outdoor "rooms" that flow seamlessly throughout the hotel. The Shore Club represents the next wave in Miami Beach's dynamic development.

Morgans Hotel Group arrived in Los Angeles in 1996, with the opening of **Mondrian**, located on the world-famous Sunset Boulevard. Mondrian presents the consummate expression of a balancing act between apparent contradictions – entertainment and spirituality, cutting-edge style and simplicity, fantasy and reality. The hotel perfectly captures the quintessential California lifestyle by uniting its deeply rooted appreciation of the outdoors and relaxed, casual living with a pervasive sense of magic, glamour and excitement.

The opening of **St Martins Lane** in London in late 1999 represented Morgans Hotel Group's first foray across the Atlantic. Received with great fanfare and both critical and customer acclaim, St Martins Lane is an utterly original urban hotel that takes the Morgans Hotel Group concept of "Hotel as Theatre" to a new level to provide its guests with a singularly magical, exciting and visceral experience. The hotel is predicated on the idea that today, luxury is about new experiences, about making a connection with something truly special. Situated in Covent Garden, one of the city's most lively districts, this hotel combines warmth, glamour, charm, sophistication and style with a real sense of its setting, in one of Europe's most cosmopolitan cities.

In addition to St Martins Lane, Morgans Hotel Group opened **Sanderson** in London's stylish Soho district. This first of its kind "Urban Spa" is a magnificent landmark property with a spectacularly landscaped interior courtyard that opens to the sky and is surrounded by guestrooms. The property combines modern and classic elements to create a one-of-a-kind oasis and refuge in the middle of bustling London.

**Hudson**, in New York City, delivers a potent combination of urban adventure and daredevil design to arguably the most jaded city in the world, giving Manhattan something even it has never seen before. In a city renowned for its boldness, diversity and eclecticism, Hudson is an inspired piece of organized chaos – a reflection and distillation of New York itself, a melting pot of styles and ideas – shimmering with a hot-rod vivacity and in-your-face style that is hard to ignore and even harder to forget.

**Clift**, Morgans Hotel Group's first San Francisco property, is a template-breaking tour de force that promises to change forever the notion of what it means to be a luxury hotel. Elegant and sophisticated yet in a totally modern manner, Clift takes conventional hotel philosophy and turns it on its head. While still bearing some of the hallmarks of the traditional luxury hotel experience such as exemplary service and amenities, what makes Clift truly special is its daring and brilliant juxtapositions. The hotel reads like a page ripped from the surrealists' manifesto: a desire to bridge the gap between fantasy and reality, the pairing of seemingly unrelated objects, and a desire to return to the innocence of childhood where a freewheeling, "down the rabbit hole" approach to life is embraced. Clift is Wonderland for the Jet Set.

In January 2007, Morgans Hotel Group opened **Mondrian Scottsdale**, a world-class "Urban Resort" in downtown Scottsdale, Arizona, marking the first extension of the Mondrian brand. Located in the heart of Scottsdale, Mondrian Scottsdale offers the unique experience of a dynamic "Urban Resort", combined with a serene oasis in the desert. Like the first Mondrian, this new destination brings an inventive vision of modern glamour to a new generation of sophisticated global consumers. Mondrian Scottsdale is a sybaritic retreat offering rest, rejuvenation, fun and entertainment in a vibrantly pleasure-driven environment.

With **Mondrian South Beach**, Morgans Hotel Group's first hotel residences, MHG makes a pioneering move away from the bustle of Miami Beach's oceanfront tourist center to the fashionable, growing neighborhood of Biscayne Bay. The Hotel Residences are built on a prime waterfront location with views of the bay, ocean and downtown. Consisting of 342 studios, one and two bedroom apartments and penthouses, Mondrian South Beach will combine the most exhilarating design elements of a fantasy modern get-away with all the comforts and conveniences of home.

**Morgans Hotel Group Co.** (Nasdaq: MHGC) which is widely credited with establishing and developing the rapidly expanding boutique hotel sector, owns and operates Morgans, Royalton and Hudson in New York, Delano and The Shore Club in Miami, Mondrian in Los Angeles, Scottsdale and South Beach, Clift in San Francisco, and Sanderson and St Martins Lane in London. In February 2007, MHG and an equity partner acquired the **Hard Rock Hotel & Casino** in Las Vegas and related assets. MHG has other property transactions in various stages of



completion including projects in Miami Beach, Florida, and Las Vegas, Nevada, and continues to vigorously pursue its strategy of developing unique properties at various price points in international gateway cities in the United States, Europe, South America, Asia and around the world. For more information please visit [www.morganshotelgroup.com](http://www.morganshotelgroup.com).