

Renaissance Midtown, New York, USA

HOTELS / 23 JUN 2016 / BY PEI-RU KEH



INFORMATION

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Business and pleasure mix together at the latest Renaissance Hotel in Midtown Manhattan. Situated at a crossroads where the city's vibrant Floral, Garment and Theatre districts meet, the newly built 348-room hotel touts itself as the group's first digitally enhanced property, with a virtual concierge and interactive visual art displays that respond to human motion. At one point, guests leaving the elevator banks could catch the image of a flower blooming, timed specifically to when they exit.

The forward-thinking property has been designed by Jeffrey Beers International and balances the industrial heritage and contemporary glamour of the city in its mix of high and low design accents. Kenya black marble floors are juxtaposed by smooth wooden millwork and bare concrete in the 6th floor lobby to give it an edgy feel. In contrast to the dramatic public spaces, each of the hotel's rooms are smartly presented in a neutral palette and natural light. Although echoes of wood and concrete do remain, the minimalist aesthetic in the rooms serves as a welcome reprieve from the hustle and bustle elsewhere. For those who prefer to keep going, a plethora of watering holes, including a lobby lounge, Library lounge and Club lounge (accessible to members and preferred guests) helps to keep guests well satiated.

We predict that most visitors will make a beeline for the 8,000 square foot terrace on the 5th floor, which prides itself to be the largest outdoor space in Manhattan. Filled with private cabanas, comfortable seating, two fully-stocked bars and a retractable roof, this is a place that can be enjoyed all year long.

