

NEWS:

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Hard Rock Hotel New York to Open in April 2022

Jeffrey Beers International will combine brand signatures and locally inspired elements for the forthcoming flagship property

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Rendering courtesy of Hard Rock Hotels

Hard Rock Hotels is set to unveil its forthcoming flagship property in New York in April 2022. Located in the heart of Midtown Manhattan, the [Hard Rock Hotel New York](#) will feature a glitzy but grounded design from locally based firm [Jeffrey Beers International \(JBI\)](#). The 446-room hotel will be punctuated with the brand's distinctive musical flair and evoke a timeless sense of New York.

"We were also inspired by New York from a bygone era when jazz clubs, speakeasies, and dinner-theater performances were all the rage," says JBI founder and CEO Jeffrey Beers. "The guests should feel instantly transported to a new, exciting, and engaging atmosphere that brilliantly exudes the entertainment energy of New York, with the culture and history of Hard Rock, as well as the artistry of music and performance."

<https://hospitalitydesign.com/news/hotels-resorts/hard-rock-hotel-new-york/>

Striking marble, rich dark wood, luxe brass finishes, and tactile leather and velvet will line interiors along with a handsome color palette that incorporates signature blues and browns as well as warm gold and amber hues. Pops of metallic silver, lush green, and vibrant red will also distinguish spaces. Mozambique wood panels will wrap the walls of NYY Steak, complemented by autographs from famed New York Yankees players. The signature Sessions Restaurant & Bar will recall an open-air terrace beneath a three-story atrium on the main level, while the RT60 Rooftop bar will crown the hotel with a backdrop of skyline views. The Venue on Music Row, the hotel's versatile entertainment space, will emerge as a key fixture of the property, equipped to host up to 400 people.

Accommodations will be lined with floor-to-ceiling windows to reinforce the setting. Situated on the hotel's 34th floor, the bi-level Rock Star suite will serve as the centerpiece of the guestroom lineup with original artwork, bespoke music memorabilia, and a sprawling terrace.