

# the STRAND



## **THE STRAND, NEW YORK CITY'S NEWEST HOTEL READIES FOR A SUMMER DEBUT**

### ***Highlights Include Rooftop Bar and Award Winning Restaurant***

New York, NY (June 2, 2009) – The Strand, a new 177-room hotel in Manhattan's fashion district will debut August 2009. Housed within a contemporary metal and glass structure on 37<sup>th</sup> street off Fifth Avenue, The Strand blends old-world glamour with modern day amenities. The hotel is a new build designed by New York architect Gene Kaufman. Among the highlights: crisp public spaces adorned with vintage fashion photography from the *Condé Nast* archives; a celebrated restaurant making its New York debut (*A Fish Called Avalon*, the award-winning South Beach dining fixture for 20 years); and an open-air rooftop bar that features a retractable roof and magnificent views of the Empire State Building. Rack rates for the hotel will start at \$325.

The Strand is the latest project of entrepreneur Don Glassie, president of Newport-based Atlantic Stars Hotels and Cruises. His vision for the hotel is rooted in his knack for creating modern classics – experiences that, whether on land or sea, resonate with the elegance of a bygone era. To that end, he tapped Lisa Knight of ABI Design & Construction to infuse the hotel with 1930's Hollywood

glamour, yet seamlessly adhere to today's contemporary definition of comfort and luxury.

From the moment of arrival, guests will be captivated by the lobby's period details, including dramatic tapered mahogany columns and a two-story water wall that skims behind a contemporary glass spiral staircase leading to a lower lobby and meeting rooms. Shades of cream, black, gold and aubergine blend with the lobby's limestone floor and Bogart-style furnishings. Descending the glass staircase, guests find a space accented by a striking tiered amber-hued chandelier that drops through from the upper to lower lobby. The more functional space offers intimate seating areas outside of meeting rooms.

With an eye toward complementing the hotel's glamorous public spaces, the designers took a deco approach to the hotel's 177 guest rooms. Knight opted for warm-hued walls and green and black rugs to form an understated backdrop for mahogany furniture with silver detailing, asymmetrical lounge chairs and iconic black & white fashion photography from *Condé Nast's* archives including images from *Vogue* and *Vanity Fair*.

The hotel's restaurant, *A Fish Called Avalon*, will feature an indoor and outdoor garden terrace and sidewalk seating. Replicating the original restaurant located in The Avalon Hotel, another Atlantic Stars' property in Miami's South Beach, the Floribbean seafood grill menu will include Avalon's signature Bang-Bang Shrimp and Diver Scallops, as well as Pan Roasted Local Snapper, Caribbean Spice Grilled Grouper and Maine Lobster Linguini. The restaurant menu is also available for in-room dining.

One of the hotel's signature features is a retractable roof-top lounge on the 21<sup>st</sup> floor of the hotel boasting stellar views of the Empire State Building. Designed by Lydia Marks, best known for decorating the sets of "*Sex and the City*" and "*The Devil Wears Prada*," the space consists of a series of large planters creating an urban oasis among the concrete buildings of the garment district.

Other special features of the hotel will be a multi-use event/meeting space accommodating up to 350, a fitness center with massage services, and a comfortable and well-stocked library and espresso lounge with a daily selection of international newspapers.

*For more information on The Strand please visit [www.thestrandnyc.com](http://www.thestrandnyc.com) or call 212.448.1024. The Strand is part of Atlantic Stars Hotels & Cruises, a hospitality company comprising hotel properties, harbor cruises and overnight cruising along the Atlantic Seaboard and the Caribbean. Its holdings include the Avalon Hotel and South Seas Hotel in Miami's South Beach; the Park South Hotel in Manhattan; the Harborside Inn, Jailhouse Inn and Yankee Peddler Inn in Newport, RI; the Pequot Hotel on Martha's Vineyard; as well as harbor cruises aboard the Rum Runner II and Madeleine in Newport, RI and extended overnight cruising aboard the S/Y Arabella.*

*\* A selection of photos are available upon request*

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