



New York's Gershwin Hotel Rebranded as the Evelyn

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Triumph Hotels, which has a collection of six boutique hotels located in Manhattan, is transforming the Gershwin Hotel into the Evelyn. The initial phase, which is nearing completion, includes new accommodations, enhanced guest services, and cultural programming connected to the hotel's NoMad neighborhood location.

All 160 rooms will be fully upgraded by year's end and available in superior queen, deluxe queen, deluxe king, deluxe double, and executive suite categories. The second phase of the project will begin in 2015 and will focus on the full restoration of the hotel's public spaces and adding new F&B concepts.

Designed by New York-based Silvia Zofio, the first phase features new guestrooms that reference early-1900s Art Nouveau style, with nods to the building's music and art heritage implemented throughout the rooms, corridors, and bathrooms with subtle details offered alongside modern amenities. In each room a gramophone graces the top of a side table, which amplifies music from a guest's smartphone. In the bathrooms, a subtle border of music notes and lyrics is embedded in the tiles. Chandeliers mimic the shape of a trombone, and the walls showcase a series of moldings that create different rhythms and compositions.

The transformation of the Evelyn is part of a capital investment by Triumph, which has invested \$50 million to renovate historic hotels throughout New York over the last several years.

"I'm especially excited and actively involved in this restoration project," says Gerald Barad, co-owner of Triumph Hotels. "We've uncovered incredible architectural details that we are incorporating into the new design and overall ambiance of the property. Our goal is to present a final product that preserves the rich history of this original New York architectural gem, while incorporating 21st century technology and guest amenities."