

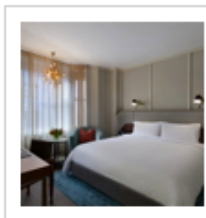


HOTEL DEVELOPMENT MANHATTAN

MANHATTAN'S THE GERSHWIN HOTEL REBRANDED AS THE EVELYN

🕒 December, 17 2014 📌 Hotel News Resource

Triumph Hotels has a collection of six boutique hotels located in Manhattan and 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.



Triumph Hotels has a collection of six boutique hotels located in Manhattan and 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.

"After years of thoughtful planning, we are proud to move forward with the transformation of The Gershwin to The Evelyn," said John David Agosto, General Manager. "We are dramatically enhancing our hotel, starting with the guest rooms, and restoring it from the inside out to pay homage to the grandeur of the building's storied past."

All 160 rooms will be fully upgraded by the end of December 2014 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 dramatic public spaces and adding new food and beverage concepts.

The first phase features new guestrooms, designed by Silvia Zofio with references to Art Nouveau style from the early 1900's. Design nods to the building's extensive music and art heritage are 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, amplifying music from a guest's smartphone. In the bathrooms, sheet music creates a subtle border of music notes and lyrics embedded in the tiles. The chandeliers mimic the shape of a trombone, and the walls showcase a series of moldings that create different rhythms and compositions.

As one of the liveliest blocks in New York, Tin Pan Alley was home to such iconic musical figures as George Gershwin, Richard Rodgers and Lorenze Hart and has left a mark on the city's history. Today, the neighborhood is experiencing a vibrant revitalization; known as NoMad, it is fast becoming the hub for the city's most interesting and sought-after hotels, restaurants, and nightlife.

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 City over the last several years.

"I'm especially excited and actively involved in this restoration project," said 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"

A member of Triumph Hotels, The Evelyn is unveiling the new rooms by offering a "Transformation Package" of 30% off the best available rate with a complimentary room upgrade and late check-out (based on availability), valid for stays January 2 – December 29, 2015.