

## Kor Hotel Group Announces Viceroy Debut in New York City

2008-04-23

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### Hotel to Open in 2010 in Hudson Square Neighborhood

Kor Hotel Group announced its first hotel planned for Manhattan. Kor, under a management agreement with 330 Hudson Owner, LLC, will support the development and ongoing management of its first project in one of the world's preeminent hotel destinations, New York City. The project is being developed by Tribeca Associates, LLC in partnership with Square Mile Capital Management, LLC and Latus Partners, LLC.

'Our expansion into New York City is extremely exciting. Visibility in this major international city has been a goal of ours for some time now. We are looking forward to this venture and believe that our Viceroy brand will thrive in the cosmopolitan, urban sophistication that New York exemplifies,' said Kor Hotel Group Founder and CEO, Brad Korzen.

Viceroy's first New York City project will offer 168 exquisitely appointed accommodations set within the top 12 newly constructed floors of an office, retail and hotel complex being developed on a full city block at 330 Hudson Street between Charlton and Vandam Streets in New York's Hudson Square neighborhood.

Hudson Square, which sits adjacent to both Tribeca and SoHo, is fast becoming one of New York's most exciting new business districts. The area is now home to a diverse group of companies, including numerous production, fashion, entertainment and advertising firms such as Saatchi & Saatchi, Miss Sixty and CBS Radio. MTV Networks announced in May 2007 the relocation of its headquarters to a site directly across the street from the planned Viceroy site.

The hotel will also cater to meetings and events seeking creative space with a variety of unique areas and amenities, including a 22nd floor rooftop terrace featuring an outdoor pool with cabanas. One level below, on the connecting 21st floor, a VIP boardroom, lounge and separate meeting space provide an additional 2,700 square feet of flexibility. Together the 21st and 22nd floors will provide over 9,000 square feet of available space with remarkable views across lower Manhattan and the Hudson River, adding to Viceroy's allure.

Like other Viceroy destinations in Santa Monica and Palm Springs, as well as upcoming projects in Miami, Anguilla, Colorado, Vietnam's China Beach and Mexico's Riviera Maya, the Hudson Square property will showcase the Viceroy brand's intuitive service and provocative design.

In New York, Viceroy will feature the architecture of Brennan Beer Gorman, with interior design by Yabu Pushelberg. Personalized and uniquely customized services - including signature dining venues that reflect the distinctive character of their settings, a full-floor event space on the 21st level, designed for social events or meetings, and an indoor-outdoor courtyard at the lobby level with reflecting pond and garden - will provide hotel guests, visitors and local patrons with an unprecedented and innovative approach to the hotel experience in New York.

World-renowned architects Brennan Beer Gorman (BBG) and interior designers Yabu Pushelberg will lend their extensive expertise in the design of hotels and resorts to Viceroy's debut in New York. Previous BBG projects include the Mandarin Oriental Hotels in New York and Washington, D.C., W Union Square, Gramercy Park Hotel, and the Peninsula, Bangkok. Toronto-based Yabu Pushelberg counts among its clients Four Seasons Hotels & Resorts, Mandarin Oriental Hotel Group, Peninsula Hotels, Bergdorf Goodman, Tiffany & Co. and Carolina Herrera.

Viceroy in New York will be located at 330 Hudson Street at Charlton & Vandam, just north of Tribeca and on the western fringe of SoHo.

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