



# HOTEL DESIGN

Outlet: HotelDesignMagazine.com

Date: March 11, 2013

Project: Belleclaire Lobby

## Silvia Zofio revamps Hotel Belleclaire

MAR 11, 2013

**Filed under:** Products , Brands , Design , Design Projects , Full Property , Historic Renovations , Designer and Architect , Investment , Development and Construction , Openings , Investor and Developer , Renovations

Hotel Belleclaire's multi-million-dollar multi-phase restorative renovation is nearly complete, as it eyes the unveiling of its refurbished guestrooms and suites, sky lit lobby and new public spaces that include a media lounge and fitness center. A new meeting space will be unveiled this summer, and a rooftop restaurant and garden overlooking the Hudson River are set to be complete in the final stage of the renovation process in 2014.

Originally built in 1903 by architect Emery Roth, the building's brick, terracotta and limestone façade reflect Beaux Arts and Art Nouveau styles. Design elements such as a 40-foot skylight, 18-foot high ceilings, hand-laid mosaic tile and wood doors dating back over 110 years were discovered throughout the renovation process and became a part of interior designer Silvia Zofio's inspiration for the property. The carved wooden doors inside the lobby are in the same original location.

The newly renovated guestrooms have a residential-feel and have been decorated in a color palette of deep red, chocolate brown and white with espresso-hued wooden floors and original crown molding. Frette linens, flat screen plasma TVs and complimentary in-room Wi-Fi are added.

Amenities include property-wide Wi-Fi, in-room bottled water, Dean & DeLuca snacks, and fitness center access. Guests also have access to a media lounge, that comes complete with three 27-inch Apple computers, two arcade stations with more than 10,000 games and multi-player options, a charging station compatible with over 300 different devices, a Flyte tracker for guests to print off boarding passes and Mini MILK desks with attached fish tanks designed by Soren Rose.

Hotel Belleclaire is situated in the heart of the Upper West Side. A member of Triumph Hotel Group, Hotel Belleclaire provides 230 freshly revamped guestrooms, a fitness center, a lobby scene, panoramic city and Hudson River views and a media lounge.



# HOTEL DESIGN

Outlet: HotelDesignMagazine.com

Date: March 2, 2015

Project: Evelyn Hotel, formerly Gershwin Hotel

## Silvia Zofio transforms The Gershwin Hotel, property rebranded as The Evelyn

MAR 2, 2015

Filed under: [Design](#), [Design Projects](#), [Full Property](#), [Historic Renovations](#), [Designer and Architect](#), [Investment](#), [Investor and Developer](#), [Projects](#), [Renovations](#)

Triumph Hotels, which has a collection of six boutique hotels located in Manhattan, announced that it is transformed The Gershwin Hotel into [The Evelyn](#). The makeover included new accommodations, enhanced guest services and cultural programming connected to the hotel's NoMad neighborhood location.

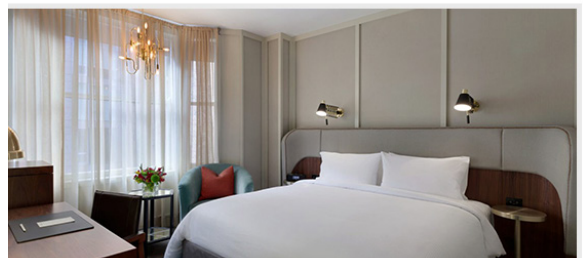
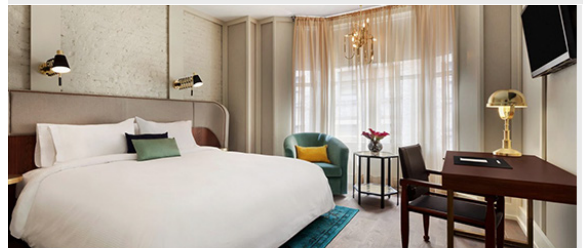
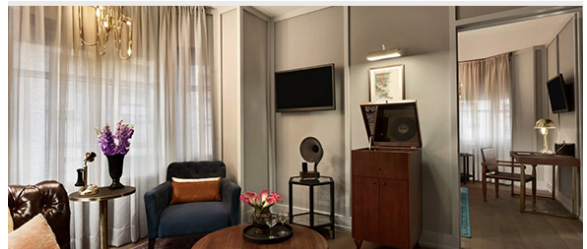
All 160 rooms were fully upgraded, and are now available in superior queen, deluxe queen, deluxe king, deluxe double and executive suite categories. The second phase of the project, which begins this year, will focus on the restoration of the hotel's public spaces and adding of new food and beverage concepts.

The first phase includes new guestrooms, designed by Silvia Zofio with references to Art Nouveau style from the early 1900s. Design nods to the building's music and art heritage are implemented throughout the rooms, corridors and bathrooms with 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.

Tin Pan Alley was home to iconic musical figures like George Gershwin, Richard Rodgers and Lorenze Hart. Today, the neighborhood is experiencing a revitalization. It is known as NoMad.

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

PHOTOS FROM [THE EVELYN](#)



# CLASSICALITE

Outlet: Classicalite.com

Date: December 22, 2014

Project: Evelyn Hotel, formerly Gershwin Hotel

## ***The Gershwin Hotel Updates Facade and Renames to 'The Evelyn,' Remembers Art and Music Past***

25	2	0	0	Get the Most Popular <b>Classicalite</b> Stories in a Weekly Newsletter
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Dec 22, 2014 05:24 PM EST | [Ian Holubiak \(i.holubiak@classicalite.com\)](#)

TAG: [George Gershwin](#) , [The Gershwin Hotel](#) , [The Evelyn](#) , [Triumph Hotels](#) , [John David Agosto](#) , [Evelyn Nesbit](#)



The Evelyn **derives its names from** a "sexy chorus girl from the early 1900s — Evelyn Nesbit," and is meant to represent the changing landscape of New York but more specifically the neighborhood it is located in.

But the name change is a strategy of a much larger plan to upgrade most of the historic buildings in the Triumph Hotel portfolio.

"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 of Triumph, in a statement corroborated by [Hotel News Resource](#).

"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," he continued.

In concurrence with that statement, all 160 rooms of the Gershwin will be updated and designed by Silvia Zofio with references to the Art Nouveau style from the early 1900s of the city. Of course, **the new design** will nod to the building's extensive past and music and art heritage.

So do not go ruining it now. The Evelyn, surely, will hold up to its old name.



Outlet: HospitalityDesign.com

Date: December 18, 2014

Project: Evelyn Hotel, formerly Gershwin Hotel

### New York's Gershwin Hotel Rebranded as the Evelyn

December 18, 2014



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."



Outlet: Architects Newspaper

Date: April 23, 2014

Project: all'onda Restaurant

## NEWS

04.23.2014

### OPEN> ALL'ONDA RESTAURANT

East Village eatery's interior fuses the regions that inspire its menu.



DANIEL KRIEGER

#### All'onda

22 East 13th Street, New York

Tel: 212-231-2366

Designers: Jack Dakin & Silvia Zofio

All'onda is a new restaurant in the Village that dishes up Venetian Italian cuisine prepared through the lens of global influences, specifically Japanese. This cultural combination served as a jumping off point for design duo Jack Dakin and Silvia Zofio. "I think in this day and age, fusion is a dirty word," said Dakin. "But in this case we had an opportunity to do a little

bit of that while we were developing the concepts for the interior."

"From the Italian we were getting rustic materials: white washed brick walls, dark walnut, and blackened steel," said Zofio. "We got simplicity from the Japanese: geometric screens and hand-made hexagonal tiles."



COURTESY ALL'ONDA

The two-story restaurant is divided between a bar downstairs and a dining room upstairs. Upon entering, diners are greeted by a 10-seat, white Calacatta marble bar on the right. To the left is a communal walnut table with seating for 12. The hexagonal tile floor, in various shades of light blue, gives over to dark walnut at the staircase, which has blackened steel railings.

Upstairs, the atmosphere is more airy, with floor-to-ceiling windows looking over 13th Street and flooding the interior with light. Here, Venetian nautical themes predominate, including banquettes with cushion ties and sliding doors with porthole-like windows. The Japanese influence is present as well with a continuation of the hexagonal tile floor and a large abstracted print of water that evokes Far East calligraphy as much as the Laguna Veneta.

Aaron Seward



Outlet: Eater.com  
Date: October 21, 2013  
Project: El Comedor

EATER INSIDE CHelsea

## El Comedor at El Quinto Pino, Now Open in Chelsea

by Greg Morabito Oct 21, 2013, 6:00a @GregMorabito

SHARE TWEET



1 of 6



Last week, **Alex Raij** and **Eder Montero** opened a next-door expansion of their popular Chelsea tapas bar El Quinto Pino. In this new dining room, dubbed **El Comedor**, Raij and Montero are serving a menu that includes old favorites plus a number of new dishes, like flash-fried shell-on shrimp, soft scrambled eggs with sea anemone, dirty rice with rabbit and cabbage, and olive oil-cured mackerel. The beverage list has original cocktails, several types of sherry, and an ever-changing selection of wines by the glass. **Silvia Zofio** of **SZprojects** designed the space, which has a slightly retro vibe.

El Comedor at El Quinto Pino is now open for dinner seven days a week. Take a look around:

*El Comedor at El Quinto Pino*  
401 West 24th St., Chelsea  
212-206-6900  
[elquintopinonyc.com/](http://elquintopinonyc.com/)  
Now open

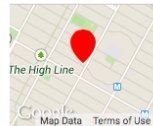


### El Quinto Pino

FOURSQUARE

401 W 24th St, New York, NY 10011  
212 206 6900

Last Seen On: **Where to Eat Uni in New York City**  
11 PLACES / EDITED BY ROBERT SIETSEMA / FEB 13, 2015, 12:51P



### El Comedor at El Quinto Pino

401 West 24th St., New York, NY



Outlet: Trendland.com  
Date: February 14, 2013  
Project: Barraca

CULTURE, FOOD

## BARRACA [WEST VILLAGE]

BY EMILY ELYSE MILLER / 14 FEB 2013 @ 10:01 AM



Barraca



The most wholesome tapas in all of NYC can be found at **Barraca**. 81 Greenwich Avenue is the location of this corner gem and the perfect setting to enjoy good food with good friends. Chef **Jesús Núñez** cooks straight from the heart. His passion for traditional Spanish cooking and artistry are evident in every dish. A 1930's traveling theater company inspires the cleverly designed interior. Thought up by Silvia Zofio of SZProjects and collaborating with Jack Dakin, this cozy interior melds perfectly with Núñez's dishes transporting diners from New York to Madrid in one bite! Have I not mentioned the paella yet? Barraca boasts paella so authentic, there are instructions for ordering it perfectly to your liking. Most importantly is the socarrat, (crunchy bits that stick to the bottom of the clay pot from cooking) it is optional, but an option that you will not regret. My favorite was the soupy style paella. As soon as it arrives to the table you are hit with an aromatic essence of the sea and a gorgeous lobster nestled on-top. The tapas menu is amazing but these are not to be missed: chicken and oyster mushroom croquettes, Piquillo peppers stuffed with oxtail stew, and the "Broken Eggs." Barraca is a fun-loving dining experience, the type of place you bring all of your friends.



# The New York Times

Outlet: The New York Times  
Date: May 13, 2014  
Project: El Quinto Pino

FOOD

## You Start in Spain, but There’s Room to Roam

Restaurant Review: El Quinto Pino in Chelsea

El Quinto Pino NYT Critics' Pick | Spanish | \$\$ | 401 West 24th Street, Chelsea | 212-206-6900

By PETE WELLS MAY 13, 2014



The new dining room, separated from the drinkers by a galley kitchen. The room's dimensions feel secluded and romantic, but not in an obvious way.

The name means “the fifth pine,” a Spanish idiom for the boondocks, which was probably a stretch even seven years ago when El Quinto Pino opened on West 24th Street, across from the canyon wall of London Terrace. The thumbnail curve of the sardine-can tapas bar is just the way it’s been since the beginning, packed, every seat there and on the opposite wall a few inches away taken almost any time you show up.

Turn right at the door, though, and you’ll find something new. Last fall, El Quinto Pino’s owners and chefs, Alex Raij and her husband, Eder Montero, took over the lease on the apartment next door and filled it with tables, making their sardine can a real restaurant. “It won’t make a bid for your entire night: You will snack at El Quinto Pino and almost inevitably eat more somewhere else,” Peter Meehan wrote in a “[\\$25 and Under](#)” column in 2007, its last review in The New York Times. With a reservation for that side room you won’t need to go anywhere else for dinner. You won’t want to, either, once the food starts zooming out of the kitchen.

Ms. Raij and Mr. Montero also own Txikito, across Ninth Avenue, which digs into Basque cuisine, and La Vara, in Cobble Hill, Brooklyn, where the menu is a master’s thesis on Moorish and Jewish imprints upon Spanish cooking. A short “menú turístico” at El Quinto Pino investigates a different region of the country every few months, which gives regulars a reason to keep coming and gives the kitchen a launching pad for dishes that may hit the permanent roster. Other than that, the two chefs haven’t tied themselves down. Having laid down their Iberian credentials in their other restaurants, they’ve given El Quinto Pino a passport to roam around.

Among the bar sandwiches tightly wrapped in paper is a visitor from New Orleans, a po’boy with closely packed, terrifically crunchy fried squid legs at its core. Another is a fortified Cubano, in which the ham and crisp pickle have more oomph than usual, the cheese doesn’t taste processed, for once, and the braised pork is supplemented with a red wallop of blood sausage. The chefs do a takeoff on Catalonia’s version of the croque monsieur, the bikini, but they aim a double-barreled blast of Mexico at it, topping the melted cheese with roasted poblanos and huitlacoche, the flamboyantly weird, mushroom-tasting black fungus that grows on corn ears.

Geographic freedom between pieces of bread was written into El Quinto Pino’s charter from the start, when Ms. Raij brought out (all rise, please) the uni panino. A pressed ficelle filled with creamy sea urchin, melted butter and a lashing of mustard oil, it became one of the city’s essential sandwiches. It still is, even though one night mustard-oil supplies must have run low and the panino wasn’t the same without its throat-catching rumble.

The rest of the menu is made up of tapas-style plates, and the servers are careful not to overload the small tables, bringing just one or two at a time. The kitchen mostly presents these dishes as tangles that are easily shared, and resists the impulse toward multicomponent platings. With Raij-Montero portions, four people seems to be the breaking point at which

you’re not so much eating as nibbling. I enjoyed El Quinto Pino more in a party of three, and best of all with just one accomplice.

Some of the seafood is so appealing and out of the ordinary that dividing it can test your ability to play well with others. I hated surrendering the last fried lump of sea anemone folded into soft scrambled eggs. Called ortiguillas, they tasted almost like fried oysters, but not quite, and I wanted to get to the bottom of that “not quite.” My curiosity and my appetite also wanted a few more runs at the Catalan salad xató, which mixed chicory and canned bonito with raw salt cod, soaked to pull out the salt and to reveal a flavor of quietly intensified fish. Dressed with both romesco and an uncooked tomato sauce, this salad seemed to get more lively with each bite.

Tender, apple-blossom-pink gambas al ajillo get a little fresh ginger along with the garlic, an addition that made me want to eat them twice as fast. (Mashed and sliced avocado don’t have the same effect on an oddly inert salpicon of shrimp.)

Smaller shrimp from Cadiz, the size of a paper clip and intensely flavorful in their shells, are pressed into a tortillita, a wonderful fritter that looks like a latke cooked under a brick. Fried on their own, these shrimp turn up again to bring a marine undertow to a jiggly poached egg with slivered snow peas.

The kitchen’s hand is so steady that it’s easy to pass over its occasional bobbles, unless you’re unlucky enough to be served two or three in a row. My disappointments were spread out: dully spiced lamb skewers; underseasoned bits of fried pork whose name, “bag of bacon,” raised undue expectations; seafood fideua, like paella made from noodles, that lacked the oceanic depth I loved when I had the same dish at La Vara. And it’s unclear how the xocolata dessert is meant to be served. One night the salt-sprinkled ingot of chocolate ganache was filled with fruity green olive oil that spilled out at the touch of a fork; I don’t think I’ve ever enjoyed the pairing of the two ingredients more. On another, the oil was cold and congealed like Vaseline. Fortunately I had the excellent crema catalana, roused from its usual custardy slumber by cinnamon and lemon zest, to fall back on.

Everything I know about dating could be carved onto the head of a pin with a butter knife, but a younger man who lives down the block from El Quinto Pino assures me it’s a great date place. He didn’t mean the bar, with its was-that-your-foot? dimensions, but the new dining room. Separated from the drinkers by a galley kitchen, its 30 seats feel secluded and romantic, but not in an obvious way. The architect Silvia Zofio gave it a quietly domestic, midcentury look, with an earth-toned tapestry covering one wall and a chandelier that suggests the swoosh of a flamenco dancer’s skirt in mid-twirl. It’s a room for talking, and if it’s not exactly the boondocks, it’s easy enough to get lost there for an hour or two.

Email: [petewells@nytimes.com](mailto:petewells@nytimes.com). And follow Pete Wells on Twitter: [@pete\\_wells](https://twitter.com/pete_wells).

**El Quinto Pino**

★★

401 West 24th Street (Ninth Avenue), Chelsea; 212-206-6900; [elquintopinonyc.com](http://elquintopinonyc.com).

**ATMOSPHERE** The dining room, hidden from the street and the perennially crowded bar, has a homey, intimate, subtly midcentury feel.

**SERVICE** Very amiable and well versed in the menu’s more-obscure offerings.

**SOUND LEVEL** Made for conversation.

**RECOMMENDED** Catalan raw salt-cod salad (xato); picos y taquitos; bravas; gambas al ajillo; huevo con huevo; tortillita; uni panino; pringa cubano; crema catalana.

**DRINKS AND WINE** The list focuses on regional Spanish wines, very refreshing cocktails and (of course) sherry.





Outlet: Citybizlist  
Date: January 8, 2015  
Project: Wythe Lane Townhouses

## The Wythe Lane Townhouses In Williamsburg Are Now 50% Sold

1/8/15

**KUB Capital** and the **Harkov Lewis Team** at Halstead Property Development Marketing LLC today announced that Wythe Lane, a new townhouse development in Williamsburg, is now 50 percent sold. With just three townhouses left after sales launched in November, the next house, 3 Wythe Lane, will come on the market on January 8<sup>th</sup>, 2015 for \$4.1M.

Developed and designed by KUB Capital, the Townhouses of Wythe Lane are a collection of six single-family homes of unparalleled space, craftsmanship, and design. Through a modern interpretation of the traditional European Mews concept, Wythe Lane provides residents with a private entry to the townhouses through a beautifully landscaped lane. Each home features an open floor plan, 10' to 11' high ceilings, and comes with a dedicated indoor parking space, roof terrace, private garden, and an additional finished lower level media room.

Each townhouse is a basement-to-roof terrace home of a size that remains a rarity in Brooklyn, and especially in Williamsburg, where the ability to own a nearly 3,800 square foot self-contained property has rarely been available.

"We are thrilled to announce that we've reached the 50% sold mark and look forward to releasing and selling the final three homes shortly. These are incredible properties that fill a much-needed void in the marketplace" said Ari Harkov, Harkov Lewis Team.

"The market response has been extremely positive as there are simply no other options in Williamsburg for homes of this size, and quality, not to mention with private parking spaces, backyards, and roof decks," said **Warner Lewis**, Harkov Lewis Team.

The interior design embraces clean lines and open spaces allowing the warm palette of materials and natural flow of light to come to the forefront. Each home includes four bedrooms, three baths, and two powder rooms, and offers the highest quality finishes and fixtures that flow continuously between the interior and exterior spaces; a recurrent theme throughout Wythe Lane.

"We wanted to take a minimalist approach, using a recurring palette of materials and re-expressing the theme throughout," said **Roger Bittenbender**, a principal of KUB Capital, the developer of the project.

The kitchens feature custom-made cabinets, Sub-Zero and Wolf appliances, and unique continuous countertops which runs through the glass wall of the kitchen into the garden and houses cooking equipment both inside and out, including a built-in gas grill in the garden for al fresco cooking and dining. The master bathrooms feature 60" WETSTYLE vanities, a 50 square foot wet room with 6' soaking tub and Zucchetti.Kos rain shower all wrapped in Nublado marble and large format tiles. The parlor floor is entirely open, and features a custom zoned library with wood paneling running up and overhead, creating a visually distinct space. The floor also boasts a 52" gas fireplace wrapped in blackened steel and surrounded by built-in window benches.

Ideally situated a few blocks from Broadway, one of Williamsburg's main arteries, and neighboring the Domino Sugar redevelopment, the location of Wythe Lane offers ideal access to transportation as well as many of the area's most critically acclaimed restaurants, bars, and retail. The neighborhood is becoming increasingly leisure-oriented, with new parks and recreation offerings along the waterfront, including the weekly food market, Smorgasburg. Nightlife abounds with various entertainment and music venues like Brooklyn Bowl, Nitehawk Cinema and The Music Hall of Williamsburg.

"We take great pride in creating high-quality, beautiful properties that are unique and aesthetically relevant. We are thrilled to be bringing the Wythe Lane Townhouses to Williamsburg," says Shawn Katz, a principal at KUB Capital.

### **About the Developer, KUB Capital**

KUB Capital is a real estate investment firm specializing in acquisitions, development and management. Every aspect of its trade is focused on creating beautiful environments and building value for its investors, clients and local communities. By pairing a comprehensive construction management background with an innovative in-house architecture and design team, KUB Capital is able to maximize its design ambitions through sound and efficient planning.

### **About the Design Team, KUB Design and SZ Projects**

KUB Design takes a curated approach to all its projects, starting with a strong overall vision and concept, then designing and executing each project, which sometimes is in collaboration with outside designers. For the Wythe Lane townhouses, KUB's in house design team collaborated with acclaimed designer Silvia Zofio of SZ Projects on both the architectural and interior elements of the project. Zofio started her career in New York with Can Resources and worked on the design and development of renowned projects such as the Flowerbox Building, 3 East 94th street Townhouse and Lure Fishbar. In addition, Zofio specializes in hospitality design with projects such as All'onda, Contra, Barraca and Hotel Belleclaire.



Outlet: Curbed.com  
Date: October 22, 2014  
Project: Wythe Lane Townhouses

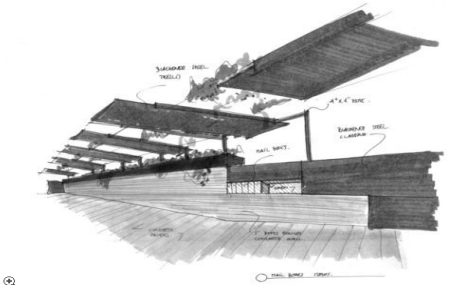
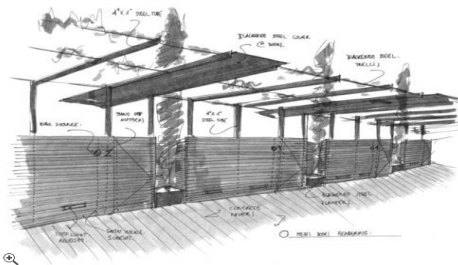
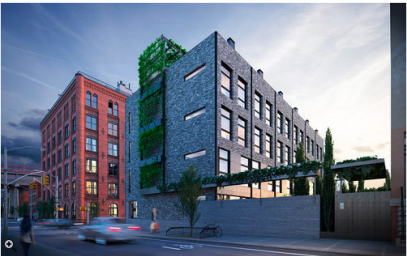
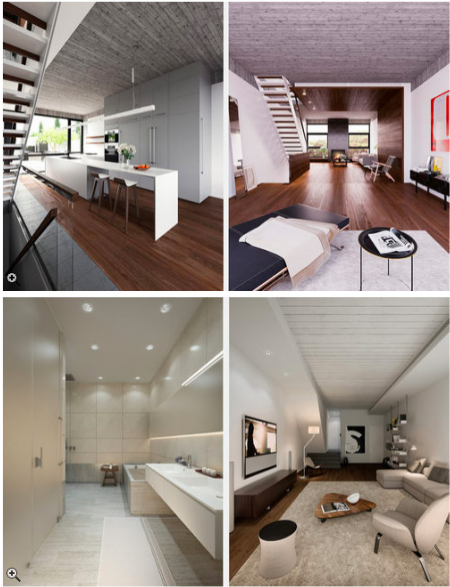
Williamsburg's Newest Townhouses Hit the Market From \$4M

Wednesday, October 22, 2014, by Hana R. Alberts



**Name:** Wythe Lane Townhouses  
**Address:** South 4th Street and Wythe Avenue  
**Developer:** KUB Capital  
**Design:** KUB Design and SZ Projects  
**Size:** Six single-family townhouses  
**Pricing:** Around \$4 million

Brooklyn developers [just really love building](#) new, expensive townhouses, and the newest crop has just hit the market (h/t [BuzzBuzzHome](#)). At [South 4th Street and Wythe Avenue](#) in Williamsburg, KUB Capital is putting up [six swanky modern homes](#) where a scrap metal center once stood. One of them, Four Wythe Lane, is on the market for [\\$3,995,000](#), according to the project's [official website](#), while numbers five and six are already in contract. Inspired by [a similar line-up](#) of modern new townhomes in Dumbo, they're all about 3,800 square feet, with entrances through a landscaped path, private gardens in the back, and [roof decks](#).



**LUXURY**  
TRAVEL ADVISOR

Outlet: Luxury Travel Advisor

Date: March 10, 2015

Project: Evelyn Hotel, formerly Gershwin Hotel

## Design Buzz: The Evelyn in New York City

March 10, 2015

Triumph Hotels, which has a collection of six boutique hotels located in Manhattan, announced that it has transformed The Gershwin Hotel into **The Evelyn**. The makeover included new accommodations, enhanced guest services and cultural programming connected to the hotel's NoMad neighborhood location.

All 160 rooms were fully upgraded, and are now available in superior queen, deluxe queen, deluxe king, deluxe double and executive suite categories. The second phase of the project, which begins this year, will focus on the restoration of the hotel's public spaces and adding of new food and beverage concepts.



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



DNAhotels  
each one unique

Outlet: DNAhotels.com

Date: December 31, 2014

Project: Evelyn Hotel, formerly Gershwin Hotel

## Blog

31 Dec 2014

**Revamp: The Evelyn (formerly The Gershwin), New York**



As part of the hotel's US\$30 million redux, New York's [The Evelyn](#) (formerly The Gershwin) has unveiled a redesign of its 160 rooms and suites. And, unlike many of the more revisionist styles that seem to crop up in today's boutiques, designer Silvia Zofio wanted to explore the Art Nouveau aesthetic of the original building.

From statement pieces to accents, the renovation and restoration of the spaces keeps the period spirit – and the heavy influence of music in the building's past – alive in the 21st century. What looks like a gramophone actually plays music from guests' smart phones. Musical notes ornament the bathrooms. Trombone-shaped chandeliers strike a high note.

In 2015, the redux will continue with a restoration of the public spaces. "After years of thoughtful planning, we are proud to move forward with the transformation of The Gershwin to The Evelyn," said John David Agosto, the hotel's 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."

