

NoMad Hotel, New York, NY

1170 Broadway & 28th St
New York, NY

Rates: \$365-\$2,500 (USD)

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Year Renovated: 2012

Check in Time: 3:00 PM

Check out Time: 12:00 PM

Number of Floors: 12

Total Number of Rooms: 168

General Manager: Meredith Morgan

STAR Rating: ★★★★★

Amenity Rating: ✓✓✓✓✓



Designer-to-the-stars Jacques Garcia and Eleven Madison Park's chef Daniel Humm are cornerstones of this respectful tribute to iconic European design: Paris' velvet-lined rabbit-hole Hotel Costes and London's stately The Langham come to mind.

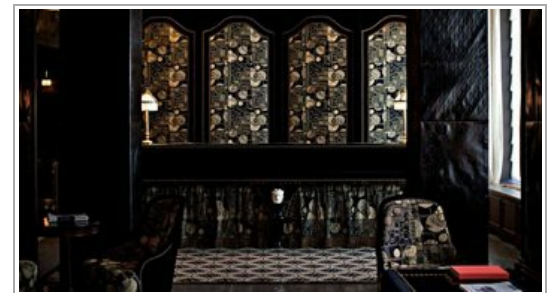
Set on the bustling corner of Broadway and 28th Street, in the newly coined NoMad neighborhood, balanced on the border with Chelsea, Midtown East and The Garment District, this is the sibling of LA's luxe flea market of consumer couture, Line Hotel. Here, *il divo* Msr. Garcia, has poured his passion into a rich fashion stew peppered with Gothic, Moroccan and formal 19th-century manor-house design. Lighting plays a big role here, but let it be known, no lumens were harmed in the process of creating this little masterpiece. In fact, if you're over 50 you might want to pack a flashlight before heading off to the NoMad. Migrating from the street to the reception counter

can appear to bystanders like you're hunting down an imaginary pinata.

Like at its mentor Hotel Costes, the common areas are a maze of dimly lit rooms, richly layered tapestries, comfortably furnished with nooks and corners, all the better to quietly gaze upon the cast of characters lured to this hospitable siren: hipsters, bankers, bored billionaire housewives, and angst-ridden artists looking for Andy in the dark. There is a library worthy of a literary agent, but the best-sellers are off the extensive cocktail menu. This is something of a 21st-century Round Table, a hip replacement for the Algonquin, which is now a marionette in the hands of Marriott Corp.

Staffers run the gamut from prim to mad-scientist types, but they are all undyingly friendly and professional. Celebrities love the low-wattage setting, but the staff keeps an eagle's eye on everything. Security is not an afterthought.

The popularity of chef Daniel Humm's Eleven Madison Park (he and his partner, impresario Will Guidara, gained three stars from Michelin for that effort) has certainly not hurt business, though it's not as if he hasn't earned the accolades for his cooking at NoMad. Loosely based on the Rolling Stones—an idea that was probably dreamed up after a night of excessive drinking—the chef's Sticky Fingers fantasy has no overt connection apart from a concert photo of a veiny, sweat-drenched Mick Jagger tacked to a wall in one of the trio of dim dining areas. This evocative warren of wonderful woody but elegant dining salons is right up designer Garcia's velvety sleeve, and his aim to create a belle-epoque living room is not too far-fetched, albeit one with a sunny personal atrium. The chef's brand of groundbreaking grub is simpler here, but no less tied to detail than the food at Eleven: lobster poached with morels and snap peas, an \$82 chicken for two stuffed with truffles and foie gras. And the bar isn't just all about its absinthe martinis; nonalcoholic drinks figure into the menu, too, with wildly popular infusions that include fennel-basil soda and honest-to-goodness ginger ale (made from tincture).



There is an adequate gym available with elliptical machines and a nice selection of free weights. Water and towels are provided, and in-room massage is as close to a spa as you'll find; at least the masseuses are vetted.

Meeting space is divvied up between a long narrow room with a terrace and room for 40, or a fabulous rooftop venue with another outdoor

setting, this one with a panoramic view that just gets better at night. Business services are at the ready, and Wi-Fi is free of charge. Parking is by valet (\$45-\$55).

Rooms have a custom look, with the underlying tone of an urban souk: vintage Oriental rugs, Frette linens and robes, oversized flat-screen TVs, reclaimed maple floors, and unique framed art and lighting with a retro vibe. Brocade upholstered screens straight off the Victorians-Are-Us website give the units another interesting spin.



The baths are bathed in classic tile and pewter wainscoting, and the walk-in showers are a treat. Vintage-inspired fixtures are high-end knock-offs, toiletries are SoHo chic, and the hair dryers and magnifying mirrors are quality, too.

Arrivals used to the \$400 closets so common in New York City will find favor with the proportions here. The smallest Classic rooms measure in at around 350 sq ft, but these lack the hotel's signature claw-foot tubs and stare into a dim internal court.

Keep in mind that some of the signature claw-foot tubs are planted inside the bedrooms. Best to snag a larger Atelier Room, which adds an additional 50 sq feet, a tub and lots of natural light overlooking either Broadway or 28th Street. Salon rooms add room for a sofa and another 50 sq ft, but the real prizes are the 750-sq-ft Deluxe suites on the corners of the building overlooking 28th and Broadway, with views through bay windows.

Daniel Humm is behind the 24-hour room service, and turndown and twice-daily maid services are standard. Pets are allowed free of charge. Smoking is not permitted in the guest rooms or common areas.

This is an earthier version of the Crosby Street Hotel, an elegantly irreverent uptown import that captures the future of this neighborhood like a firefly in a jar for all to see. Like the Mercer and Paramount, get it while it's hot: NoMad's time is now.

Latest Revision: July 2014

Basic Information

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Number of Floors: 12
Number of Rooms: 168

Rates & Policies

Rates are Daily in USD
Standard: \$365
Suite: \$750-\$2,500
Meals: No Meals Included

 Credit Cards Are Accepted
 Reservations must be
 guaranteed with a credit card

Location

In New York. in the heart of the historic NoMad neighborhood.
Nearest Airports:
 E. 34th St. - .8 mi East

Restaurants On-Site

Dining: 1 restaurant On Site
 24' Bar
 Fireplace

Room Amenities

(Amenities are in all rooms unless noted otherwise)

Air Conditioning
Coffeemaker
Iron/Ironing Board
Mini-Bar
Free Newspaper
Rooms for Non-smokers
Telephone
Voicemail
Safe (In Room)
Cable/Satellite Television
Television

Recreation

NEARBY

Golf Course
Health Spa/Massage
Shopping Mall/Area

ON-SITE

Health Club

Hotel Facilities

GENERAL SERVICES

Laundry/Dry Cleaning Service
Paid Onsite Parking
Room Service
Wheelchair Access to
Common/Public Areas

BUSINESS SERVICES

Pets Allowed

PET AMENITIES

Pets Allowed

Meetings Facilities

1 Meeting Rooms holding 120 people.
4,000 sq ft of Meeting Space

Hotel Map & Neighborhood

