



VICEROY HOTEL GROUP INTRODUCES VICEROY NEW YORK *International Hotel Group Arrives in Manhattan With Midtown Property*

NEW YORK (Oct. 9, 2013) – Viceroy Hotel Group announced today the opening of Viceroy New York, marking the next generation of luxury hospitality and the company’s first branded property in Manhattan. Uniting the hottest names in hotel development, architecture, design, nightlife and cuisine, the hotel is a haven for travelers seeking individuality coupled with a new interpretation of modernity. Feeding off the vibrancy of the city that never sleeps and the iconic bustle of West 57th Street, Viceroy New York sets a new bar for modern Manhattan hoteliers.

Bringing back the practice of putting one firm in control of both the building’s architecture and the hotel’s interiors, Viceroy New York has partnered with powerhouse design firm Roman and Williams to create a game-changing hotel that breaks the mold of typical midtown properties, catering to the most discerning tastemakers and trendsetters through a unique downtown aesthetic – without compromising on uptown sophistication. Roman and Williams has designed a building whose disciplined architecture gives it structure and clarity. Details such as over-scaled, fluted, cast-glass bricks at the street level, brass fluting at the base, and black muntined windows recall the neighborhood’s pre-war structures and the glamour of nearby iconic locations.

Roman and Williams’ principal Stephen Alesch explains, “The building is laid out on a grid between two simple flanking walls; vertical steel struts run up the entire face of the building, which are the exoskeleton used to express structure. These are benchmarks of a Miesian approach. However, there is something unique about our method. Our grid of Neo-Miesian design looks further back with the choice of casement windows and muntins. So in fact, it is more pre-Mies than Neo-Miesian.”

Robin Standefer, another of the firm’s principals, adds, “We were inspired by film noir; notoriously stylish, a collision of the old world and the new world. That’s where we want to be and that’s what we want to share with people.”

The timeless space boasts a striking double-height lobby, bespoke interiors and sweeping public spaces – which are enhanced by an exclusive custom fragrance created by scent curators 12.29. Viceroy New York’s grand, yet understated, public spaces feature a combination of custom-designed and vintage elements, and signal the revival of the use of figured stone, a common element of New York City’s 20th century buildings that has since faded to obscurity. Roman and Williams has embraced the elegant and natural quality of Paonazzo marble by incorporating it as a key design element throughout the property. The hotel also features a fully equipped business center – including a meeting room, boardroom and function areas all complete with A/V capabilities – as well as a world-class Technogym fitness center and indoor swimming pool. At the rear of the lobby, the hotel’s library is the home to a selection of hand-picked books, as well as Gerber Group’s “cartender,” which kicks off happy hour nightly with complimentary samples of inventive and seasonal “off-the-menu” cocktails from a vintage bar.

Viceroy New York offers 240 luxury guest rooms throughout 29 stories, many of which showcase sprawling views of Central Park. With floor-to-ceiling windows tailored in exotic woods, supple leather and a mix of metal accents, each room features top-of-the-line amenities, including Beats by Dr. Dre™ Beatbox Portable™ audio sound systems, Sferra linens, Neil George spa products, illy coffee machines and custom curated mini-bars featuring top-shelf offerings like Vosges Haut-chocolat, Mash soft drinks and Hudson Whiskey. Guest rooms also provide hotel-branded smartphones with Viceroy Connect, a custom app that allows guests to control

every aspect of their stay – including in-room elements, outside communication and concierge services. The hotel will also provide guests with personal training services.

“Today’s much anticipated opening of Viceroy New York marks an extremely proud day for our brand, and we look forward to welcoming our many loyal guests who have been eagerly anticipating the unveiling of this unique hotel” said Bill Walshe, CEO of Viceroy Hotel Group. “We have an extraordinarily talented team at the hotel, and we are also thrilled to collaborate with Scott Gerber and Marc Murphy who are creating amazing bar and restaurant experiences”.

Inside the hotel, an exciting culinary partnership rivals the top dining experiences the city has to offer. Hospitality and nightlife leader Gerber Group has partnered with Chef Marc Murphy to open Kingside, a street-level bar and restaurant featuring Murphy’s interpretation of New American Cooking, alongside Gerber’s renowned bar program of handcrafted cocktails, expansive global wine offerings, regionally brewed craft beers and small-batch spirits.

“This is Gerber Group’s first partnership with Marc Murphy, and first venture with Viceroy Hotel Group, and we are excited to bring our signature New York approach to the hotel brand as they debut in the city,” said Scott Gerber, Principal and CEO of Gerber Group. “With both The Roof lounge and Kingside, we look forward to offering our renowned nightlife and bar program to Viceroy’s clientele.”

"I am thrilled to be opening Kingside in Viceroy New York with our partners at Gerber Group," said Marc Murphy, Chef and Owner of Landmarc, Ditch Plains and Benchmarc Events. "I was fortunate to grow up in different cities around the world and my style of cooking definitely reflects my travels. I'm excited to bring my global take on New American cuisine, as well as the exceptional service we're known for, to New Yorkers and visitors alike."

Kingside, opening Monday, October 28th features a menu that highlights an extensive raw and crudo bar, a variety of toasts, charcuterie and cheeses, salads and small plates, as well as larger entrees for sharing such as pastas, fish and meats. Complementing the variety of inventive dishes are classic cocktails like a custom barrel-aged Manhattan made with Michter’s Rye, Canparo Antica and Angostura Bitters, and the Aviation, made with Bombay Gin, Maraschino Liqueur, Crème De Violette and fresh lemon juice. The venue also serves fresh cold-pressed juices from Liquiteria.

Embellished with tile, a strong graphic palette of black and white, and boasting a classic food counter with bright red stools and caramel leather banquettes, the space invites the hub of activity that has always defined the neighborhood. With 104 seats in the restaurant and 32 at the bar, Kingside is open daily for breakfast, lunch, dinner, late night dining, in-room dining and delivery.

Gerber Group will also offer guests a perch to take in the city’s energy and awe-inspiring views with The Roof, an alluring lounge and outdoor deck opening in December. Roman and Williams has created an enchanting atmosphere that is at once refined and inviting, with a design that evokes the aesthetic of a luxury airliner complete with ipe floors, brass details, custom walnut-and-leather sofas and thoughtfully curated photographs of sky, sea and clouds. The menu will feature a rotating selection of Gerber’s innovative cocktails that highlight market fresh ingredients and small plates from Kingside.

In-season room rates at Viceroy New York start from \$559, based on double occupancy, with a special weekend rate of \$459. For more information and to make a reservation, contact 212-830-8000 or visit <http://www.viceroyhotelsandresorts.com/newyork>.

About Viceroy Hotel Group

[Viceroy Hotel Group](http://www.viceroyhotelsandresorts.com) delivers one-of-a-kind lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. Signature brand amenities and services created for the diverse business and leisure guests include dynamic dining venues featuring world-class culinary talents and destination spas specializing in health, fitness and beauty. Current properties include hotels and resorts in Abu Dhabi, Anguilla, Beverly Hills, Maldives, Miami, New York, Palm Springs, Riviera Maya, San Francisco, Santa Monica, Snowmass, St. Lucia and Zihuatanejo with forthcoming openings in Dubai, Istanbul and Bodrum, Turkey.

About Roman and Williams Buildings and Interiors

Founded in 2002 by Robin Standefer and Stephen Alesch, Roman and Williams Buildings and Interiors is a comprehensive design firm based in New York City. Having worked together for almost two decades, Standefer and Alesch have forged an ability to create projects that consistently find the tension between spontaneity and rigor, refinement and rebellion, high and low, and past and future. Without boundaries or borders, Roman and Williams employs a range of ideas, materials, objects, and references – from the unexpected to the pedigreed to the mundane – and, through the lens of their own singular viewpoint, create alchemy. They explain, “We put seemingly disparate objects together and allow them to simmer to see if we can raise the temperature of a space. Our work communicates that voltage between time periods, cultures, and styles.” Never limited by what they designed last, Roman and Williams aesthetic is constantly shifting and evolving, reflecting the diverse interests and profound curiosities of the firm’s principals. For more information, please visit www.romanandwilliams.com

About Gerber Group

Hospitality and nightlife leader, Gerber Group, encompasses 19 iconic venues under such brands as The Whiskey, Whiskey Blue, Living Room, Stone Rose Lounge and THE LCL: Bar & Kitchen. Setting out to provide an innovative nightlife experience, Rande and Scott Gerber opened their first property, The Whiskey at the Paramount Hotel, in 1991. Today, Scott Gerber manages the company and its full portfolio of properties and continues to revolutionize the industry, working to re-define the ‘hotel bar’ and hotel food and beverage outlets with unique venues. The extraordinary success of Gerber Group’s brands has established the company as a pre-eminent tastemaker, with a unique ability to create classically timeless bars with a sophisticated allure. Gerber Group’s vision continues to expand with bars and lounges as a preferred partner to Starwood Hotels & Resorts, Host Hotels & Resorts, W Hotels Worldwide, Westin Hotels & Resorts, Related Companies, Noble Investment Group and Ark Partners. For additional information about Gerber Group and its complete portfolio of properties, please visit www.GerberBars.com.

About Marc Murphy

Ask Chef Marc Murphy where he grew up and he’ll fire off a list of cosmopolitan destinations — Milan, Paris, Washington DC, and Rome. For some, growing up the son of a globetrotting diplomat might have been stressful, but for Murphy, this dizzying list of hometowns served as an excellent education in French and Italian cuisine, and afforded him the luxury of learning from a young age just how much he loved the world of cooking and of restaurants. Since then, Murphy has logged more than 20 years in the restaurant business, working in some of the world’s most highly esteemed kitchens, including Le Miraville in Paris and Le Cirque in New York. He was also the Executive Chef at Cellar in the Sky at Windows on the World in the World Trade Center, La Fourchette and Chinoiserie. In March 2004, Murphy opened his first shop with Landmarc [Tribeca] and today serves as Executive Chef and Owner of all of the restaurants in the Benchmarc Restaurants group, which includes Landmarc [at the Time Warner Center]; Ditch Plains [West Village] and Ditch Plains [Upper West Side]; as well as Benchmarc Events by Marc Murphy. Marc is also a judge on The Food Network’s highest rated hit show, CHOPPED and is involved in a number of organizations including City Harvest, Food + Finance High School, Share our Strength and the U.S. Department of State’s Diplomatic Culinary Partnership. For more information please visit www.marc-murphy.com

Media Inquiries:

LFB MEDIA GROUP

Sarah Uibel

sarah@lfbmediagroup.com

Tel: 646-455-0042

###