

THE
Nolitan
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THE NOLITAN WELCOMES FIRST GUESTS THIS MONTH



Nolita's First Boutique Hotel Combines State-of-the-Art Luxury Accommodations, and All the Comforts of Home Combined with a Real New York Experience

New York, New York, August, 2011 – Some things are just worth waiting for! The Nolitan officially opened its doors for business on August 1st. Located at the corner of Kenmare and Elizabeth Streets, The Nolitan Hotel is the first boutique hotel to grace Nolita – one of the most endearing and authentic neighborhoods in New York City. The Nolitan offers guests much more than luxurious design accommodations, unique amenities and fantastic food: it provides a genuine New York experience, a real sense of belonging and incredibly personal service. It's the kind of "luxury meets low-key" hotel you always wished you could find in New York City.



The intimate hotel has 55 rooms, which means every guest can expect personalized attention and intuitive service. The Nolitan is hard at work making you feel at home BEFORE you even check in. Each reservation is followed up on with a direct email asking guests to complete a personal profile. The questions asked, enables the staff to anticipate needs and provide customized service. From the right pillow type, to arranging for organic groceries in your room, organizing your gym schedule or even booking a bath for your dog, making each and every guest feel at home is what The Nolitan is all about.

Creating a place that connects visitors to the neighborhood in an authentic way is at the heart of this project. The Nolitan was created by Veracity Development, which has deep roots in this community and is fully invested in the long-term growth and prosperity of Nolita.

"Nolita is one of the last quintessential places offering a real New York experience. It's a place full of commerce, culture and New York characters. It's a very special place that is dear to my heart," says Edmond Li, Owner of Veracity Development. "With The Nolitan Hotel, I hope to share this place with citizens of the world, while creating a hub for the neighborhood that year-round residents can enjoy. The Nolitan Hotel is both a luxury boutique property and a neighborhood place where everyone will feel at home."

"The Nolitan Hotel is a place where you feel well-tended, amused, comfortable and above all, at ease. We offer impeccable service that is friendly, not fussy. We're a luxury hotel that values warmth, being down-to-earth and making genuine human connections with our guests. Expect to be greeted by first name when you stay at The Nolitan," explains The Nolitan Hotel General Manager Patrik Horstmann. "We're a place where we welcome your

friends, your pets and your quirky requests. We're your home when you're here, and we treat you like family."

Architecture & Design



The Nolitan was designed by Grzywinski+Pons, a New York City based practice that really understands the character of Nolita. Principals Matthew Grzywinski and Amador Pons worked closely with Veracity Development to create an authentic neighborhood place that both reflects and enhances the unique character of Nolita.

The design of the hotel emphasizes connectivity with the architecture of Nolita. The ground floor has a glass façade, integrating the hotel into the neighborhood around it. Some guests can enjoy the street life from their private balconies; other guests can enjoy floor to ceiling windows in their rooms that provide an unobstructed view of the neighborhood and the magnificent skyline. The use of channel glass in the rooms opens up the space to the streetscape below without compromising privacy.

Since The Nolitan is about feeling at home and like a part of the community, creating comfortable and welcoming public spaces in the hotel was essential. The Nolitan features a lobby lounge, the on-site restaurant ellabess and a breathtaking rooftop.

- **The Lobby Lounge:** The Nolitan's lobby lounge is a place where you can kick back with friends and family for a drink, a quick bite to eat, or a leisurely game of chess.

There's also an impressive library curated by Phaidon Books. The lounge features a sunken seating area with a dramatic double height ceiling and appointments finished with lush fabrics and upholstery that are welcoming and warm, so settle in and get comfortable.

- **ellabess:** The Nolitan is proud to feature world-class dining on-site, and its restaurant, ellabess, will open in July. ellabess, a seasonal American restaurant headed by acclaimed chef Troy Unruh, will be operated by Epicurean Management, the hospitality company whose restaurants include New York City favorites dell'anima, L'Artusi and Anfora. Unruh will offer guests a variety of market fresh dishes, such as *Peeky Toe Crab with Squash, Uni Butter, Cilantro, and Sesame Cracker*; *Roasted Lamb Sirloin with Black Cardamom and Baby Fennel*; and *Rhubarb Clafouti with Sweet Corn Ice Cream*. Unruh's menu will be complemented by a diverse and thoughtful beer, wine and cocktail list featuring a variety of classic and contemporary drinks. The 70-seat restaurant and lounge is designed by Grzywinski+Pons, and features two full walls of windows, providing natural light throughout the space and enabling guests to watch the activity in the neighborhood. Diners will also find custom-made oak tables and chairs, Austrian white oak floors, and a white Carrera marble bar. ellabess will be open daily, serving breakfast, lunch, and dinner, and will be a destination for hotel guests and New Yorkers alike.
- **The Rooftop:** The Nolitan's rooftop offers 2,400 square feet of deck space with sweeping city views of downtown, midtown, Brooklyn and more. The hotel's landscaped rooftop offers seating which can be configured for special events or private parties. The rooftop's design creates the ultimate oasis in the city with shade canopies for sunny days and an outdoor fireplace for chilly nights.

Guest Rooms



Guest rooms come in a variety of shapes and sizes (eight types to be exact). There are Neighborhood rooms and Cityscape rooms – some with private balconies and others with floor to ceiling windows. There’s something for everyone at The Nolitan.

Each hotel room features a king or queen size bed, beautiful hardwood oak floors and Corian® accented bathrooms appointed with rain shower fixtures, plush bathrobes and bath amenities by Nolita’s own Red Flower. Most guest rooms have an open bathroom layout and a separate WC. Modern amenities such as 37” HD flat screen televisions by LG, iPod enabled stereos by Vers and premium in-room entertainment are standard in all guest rooms.

The hotel prides itself on providing guests with an affordable mini bar with a wide variety of offerings from classic standards like M&Ms to health-conscious choices like coconut water and Pop Chips, and peanut allergy sensitive products like non-factory made cookies.

Services & Amenities



The Nolitan Hotel's services and amenities provide all the comforts of home combined with the luxury that makes staying in a boutique hotel special. To provide superior service, The Nolitan has created a suite of services and amenities that truly distinguish the hotel. All hotel guests can take advantage of special shopping offers, personalized services and discounts provided by partnering neighborhood boutiques and brands. There are also Nolitan branded skateboards and bicycles for loan at the front desk, so you can really hit the streets.

Distinguishable Nolitan Perks include:

- Standard 2pm check out (because a good friend wouldn't give you the boot at 11am!)
- Complimentary high speed wireless Internet (WiFi)
- Complimentary daily all access pass to the Equinox Fitness
- Complimentary use of bicycles and skateboards
- Complimentary local and toll-free calling
- Surcharge free long distance
- Complimentary daily delivery of *The New York Times* or any paper of your choice
- We ♥ T.A.I.L.S -Pet amenities program & Director of Pet Relations (our Shepherd Mix Penny)
- Incredible Neighborhood Shopping Partner & Service Program offering exclusive savings and personalized services at many of the neighborhood's boutiques. Some of our partners include: **Belle by Sigerson Morrison, Bio, Calypso, Duncan Quinn, GirlCat, Lord Willy's. Established, Me&Ro, Red Flower, Selima Optique, Sigerson Morrison, Tendenza, Valley, John Varvatos and Vince.**

In-Room Amenities & Special Services:

- Plush-top Sealy mattress with a custom pressure relief system
- 37" HD flat-screen LG TVs with premium entertainment
- In-room iPod enabled stereo systems by Vers
- Dual line cordless speaker phones
- In-room electronic safes that can fit a laptop
- Affordable gourmet mini bar
- Evening turndown service
- Bath and body amenities by Red Flower
- In-room gaming systems (Wii, Playstation 3, and Xbox 360) ***(available upon request)***

24-Hour Services:

- Front Desk|Concierge
- In-room dining
- Laundry and dry cleaning services
- Security
- Valet
- Car services
- Personal packing and unpacking
- Complimentary shoe shine

About The Nolitan Hotel

Located at the corner of Kenmare and Elizabeth Streets, The Nolitan Hotel is the first boutique luxury hotel to open up shop in Nolita - one of the city's most endearing neighborhoods. The Nolitan offers all the service, style and amenities of a luxury hotel, without the stuffiness. It's a place where guests will feel at home and a part of the neighborhood. The Nolitan Hotel is focused on connecting its guests to the best of the neighborhood and providing those special touches that make guests feel welcome and a part of the family when they are here. Check out our opening rates and book your stay now at www.nolitanhotel.com.