



# ARCHER<sup>SM</sup>

NEW YORK

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## **Midtown Manhattan's Newest Boutique Hotel Makes Its Debut: Archer New York Delivers Sincerity, Sophistication & Surprises**

**David Burke Group Restaurant, Sublime Views 22 Stories High at Rooftop Bar, Turndown Ritual, Archer's Etiquette-Laced Playing Cards, Art Collection, Home-like Bedrooms from a Quartet of Design Palettes and More Make this Garment District Property an Instant Standout**

New York, NY – May 28, 2014 – [Archer New York](#), a 22-story new-build hotel, opened its doors on May 28 with a spirit for true hospitality and sophistication that is palpable from first glance, be that online or in person. In heart of midtown Manhattan's Garment District, on 38<sup>th</sup> St. between Fifth and Sixth Avenues, this highly-anticipated, 180-guestroom boutique hotel promises sincere service, a surprise around every corner and carefully curated collections big and small, from art and furniture to its turndown amenities.

Its Garment District footprint played a central role in the property's design, with the neighborhood's heritage playing out through industrial touches such as exposed brick and steel, to butcher-block tiled flooring. Archer's restaurant, **David Burke fabrick**, carries this theme through with its vibrant collage of colorful fabrics hanging overhead, high ceilings and restored wood from a historic and storied 1770's barn.

Glen Coben of Glen and Company, based in Manhattan, was behind the architectural direction and design of the hotel, including the restaurant and the 22<sup>nd</sup> floor rooftop bar. The residential-minded guestrooms were born from a simple thought: No two rooms in a home would be alike. Coben created a quartet of design palettes – thought to be unprecedented at a property this size – that bring a certain charm and randomness to one's stay. There is an element of guestroom roulette, another one of Archer's surprise touches, as travelers will not know which of the four room designs they will get. Custom drapery, the headboard, ottoman, throw pillow and blanket will vary within the four designs. The Archer rooms, corner accommodations on upper floors, will have additional distinctions with wood floors and an exposed brick wall at the head of the bed. Archer's Den, one signature and slightly larger room, has some unique touches such as tufted sectional sofa, a large walk-in shower and a collection of Archer's favorite books and quirky finds to set it slightly apart from the others.

Archer takes details, and making guests at home, to heart. It is core to the hotel and is exemplified and executed throughout the entire Archer team. From the custom-designed and curated furniture collection and hand-picked art collection to Archer's etiquette-laced playing cards, each and every aspect, touch point and programming detail has been thought through with the utmost attention to detail, as if Archer were hosting you in his own home. A salted caramel treat and two complimentary bottles of water upon arrival, free wireless Internet and a staff that is undeniably sincere when they ask, "Is there anything else I can help you with?" These are just some of the thoughtful gestures to make guests feel as if they are visiting an in-the-know, well-connected, yet incredibly modest, friend.

Michele Mangino, the hotel's general manager, in concert with the design team, ensured that Archer stayed true to its New York roots with a tremendous amount of local sourcing for the its touches and finishes; lights made in Brooklyn, millwork hailing from Queens and custom upholstered furniture from a neighboring Westchester town 30 minutes north. The eight-item turndown rotation, intended to surprise and delight guests pre-slumber, features local picks such as Baked by Melissa Cupcakes, and homemade David Burke mini black and white cookies. The selection of storied retail items in the lobby, which will change seasonally, kicks off with handcrafted gems by New York artisans ranging from mosaic picture frames to pocket squares.

The art throughout the hotel, encompassing sculptures, digital art, quilts and traditional pieces, curated by Deborah Goodman Davis, a Manhattan-based art advisor, also carries a strong New York storyline. The work of art on Archer's patio, a dress sculpture by Thea Lanzisero, was born via a connection Archer made with the New York Sculptor's Guild; a perfect fit for the Garment District's new must-visit spot. Davis' first selection for ARCHER, a focal point in the lobby, is a creation by 28-year-old digital and video artist Artie Vierkant, who *Forbes* recognized as one of the "30 Under 30: Art & Style."

"Archer is not just a hotel; it's a personality, an eclectic way of being, a welcoming residence, if you will," said Cheryl Gilliam, SVP brands & marketing for LodgeWorks. "Guests are meant to feel as if they are entering a home in many ways, yet it is unlike any other. It's a place that might have been here before, timeless in some ways, yet of today in many more; it's a *new* American classic."

One example of Archer's personality, a wonderful combination of playfulness and by-the-book etiquette, comes to life in [Archer's Playing Cards](#), a house deck featuring timeless tips of courtesy. The 50-plus reminders are more than fun notes to guests; they are core to how Archer's inner circle, the hotel staff, operates. The deck is considered an addendum to the employee handbook. If a member of the Archer team observes a guest displaying an act of kindness, courtesy or etiquette from the deck of cards, they could receive a "Class Act" card. These special cards are worth \$10, can be collected and combined, and used throughout the hotel, including the lobby bar, fabrick or the rooftop.

Guests will receive a "Destination Joker" upon arrival, which are immediately also worth \$10 throughout the hotel or can be collected and used on subsequent stays. This is can be equated to an instantaneous loyalty program, with a twist of Archer's personality. As the hotel collection expands from New York, to Napa and Austin, guest are encouraged to collect Destination Jokers from Archer's various residences to make an "Archer Flush," good for a free night at a property of the guest's choosing.

Archer's other amenities and services include Burke in the Box in-room dining, an on-site fitness room, Frette® towels and bathrobes, Malin+Goetz® bath amenities, a Nespresso® and a stocked minibar, a concierge, a lobby business center, complimentary newspapers and 100% smoke-free environment.

Each guestroom, boasting all custom-designed furniture, has a very purposeful, dual-functionality to it. The platform bed offers drawers beneath it, the wall sconces double as reading lights and the tufted-leather ottoman serves as a table. Other features of the accommodations include bathrooms with a walk-in shower, lighted make-up mirror, work space, laptop safe, 42-inch flat-panel TV and MP3 docking station.

[LodgeWorks Partners, L.P.](#), a privately-held hotel development and management company with a rich history in noteworthy openings, is the owner and developer behind what is the first of three already-announced properties for the growing Archer collection. Boutique hotels in Napa and Austin are under development at the moment.

Opening rates start at \$219, while Archer's guestrooms will fall between \$249 and \$499. For more information and reservations, please visit [www.archerhotel.com](http://www.archerhotel.com).

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