



DAVID BURKE GROUP UNVEILS NEW NIGHTLIFE DESTINATION: SPYGLASS ROOFTOP BAR AT ARCHER NEW YORK

Complementing the Newly Launched Archer Hotel & David Burke fabrick, the Elegant and Sophisticated Venue Will Bring the Garment District's Nightlife Offerings to New Heights

NEW YORK, NY (May XX, 2014) – Furthering the resurgence of New York City's hallowed Garment District neighborhood, David Burke Group, along with Archer Hotel, announce the opening of the city's latest sky-high venue at Archer New York - **Spyglass Rooftop Bar**. Perched 22-stories above this new and highly-anticipated boutique hotel, Spyglass joins David Burke *fabrick* in offering a unique blend of modern American dishes to both hotel guests and area locals alike.

Inspired by a bygone era of sophisticated New York elegance, Spyglass is a contemporary reincarnation of 1940s and 50s glamour highlighted with touches of modern design, much like the hotel itself which has been called a new American classic. As guests enter, they are met by a sleek, granite bar with rugged steel trimmings and mirrored accents reflecting the glimmering lights of the bustling city below. Sheets of custom wallpaper, created as part of the collaboration between David Burke Group and designer **Glen Coben**, extend down from the bright yellow ceiling revealing a pattern of telescopic images overlaid with varying phases of the moon.

“For us, this project has been about getting back to the roots of the city,” noted Stephen Goglia, CEO of the David Burke Group. “It’s a town built on a mix of grit and glamour and where we’re able to honor its industriousness with *fabrick*, we can now pay tribute to its poise and polish with Spyglass.”

Much like Jimmy Stewart’s inquisitive character in the classic film *Rear Window*, Spyglass not only accepts, but also embraces the voyeuristic nature of city dwellers and offers guests the opportunity to take in the sights from an entirely different perspective. From Spyglass’s location on 38th Street guests can peer down onto the Empire State Building from the venue’s southern-facing terrace, while given the feeling of being so close that they could reach out and touch the building’s iconic façade.

“We wanted Spyglass to feel like a secret hideaway,” explained Glen Coben, Founder of Glen & Company. “The dark interiors and glowing city lights offer a sense of a grown up clubhouse – where the guests are surreptitiously looking out on an otherwise unseen version of New York.”

Spyglass Rooftop Bar also offers guests the unique option of both indoor and outdoor space. In addition to the southern facing terrace and indoor lounge area, an intimate private event space sits on the building’s north side with an expansive window perfectly framing the views into uptown Manhattan.

“Archer is the consummate host; this is core to the story and brand,” said Cheryl Gilliam, SVP brands & marketing for LodgeWorks, owner and developer of Archer. “Having such an incredible space to entertain and delight guests is central to the experience. Partnering with David Burke, who has a shared love of hosting and absolute approachability and affability, makes this a perfect match.”

From their post high above the city, guests of Spyglass enjoy an innovative menu of specialty cocktails curated by mixologist **Joe Goglia**. Selections from the new menu include the aptly named **Empire State** - a blend of Hendricks gin, St. Germaine ginger and Basil – along with the **First Crush** with Cognac, Green Chartreuse, Campari and Sweet Vermouth and the **You Look Smashing** with Bourbon, Mint, Blueberry and Lemon. The menu also includes fresh incarnations of classic cocktails such as the festive **Mez-jito** and the **Pimm’s Kup** mixed with Pimm’s, Cucumber, Lemon Syrup, Soda and Kumquat.

For more information or reservations, please visit spyglassnyc.com or call 212-730-0538.

Spyglass Rooftop and Bar is located on 47 West 38th Street between 5th and 6th Avenues. Hours of operation are Monday-Wednesday: 4:30PM-1:00AM, Thursday-Friday: 4:30PM-2:00 AM, Saturday: 3:00 PM – 2:00 AM and Sunday: 3:00 PM – 1:00 AM. Food is served until 10:00pm (Sunday-Wednesday) and 11:00pm (Thursday-Saturday).

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ABOUT DAVID BURKE GROUP

Founded in 2003 by Chef David Burke, the [David Burke Group](#) is a powerhouse restaurant group that blends whimsy and innovation to create a one-of-a-kind dining experience. Each of the group’s ten individual establishments works to push the limits of refined American cuisine through the use of uncommon ingredients, creative presentations and ingenious cooking techniques. Beginning with the New York City flagship restaurant David Burke Townhouse, the group’s Burke’s other restaurants include David Burke Kitchen (New York, NY), Fishtail (New York, NY), David Burke at Bloomingdale’s (New York, NY), David Burke fabrick (New York, NY), Burke in the Box at McCarran Airport (Las Vegas, NV), David Burke’s Primehouse (Chicago, IL), David Burke Fromagerie (Rumson, NJ) and David Burke Prime (Foxwoods Casino, CT).

ABOUT ARCHER HOTEL

[ARCHERsm New York](#) is a new Midtown Manhattan boutique hotel and welcoming residence filled with curated luxuries that evoke the soul of its Garment District neighborhood. The new-build, 22-story, luxury hotel on West 38th between Fifth and Sixth Avenues – opening in Spring 2014 – will be home to 180 guest rooms, a rooftop bar and the David Burke fabrick restaurant. The hotel will offer a quartet of guest room design palettes – an unprecedented design move in a property this size – objects d’art from Archer’s journeys and a thoughtful rotation of nightly turndown treats. Accommodations boast complimentary WiFi, 42-inch HDTV, MP3 dock, Frette® towels and bathrobes, Malin+Goetz® bath amenities, a Nespresso® and a stocked minibar. Hotel amenities include an on-site fitness room, curated retail selections from local artisans, concierge service, complimentary lobby business center and a 100% smoke-free environment. This new American classic is being brought to life by owner and developer [LodgeWorks, Partners L.P.](#), a privately held hotel development and management company with a rich history in noteworthy openings.

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