



## Sanctuary Hotel Design Backgrounder

Providing a peaceful retreat from the hustle and bustle of Times Square, the new Sanctuary Hotel will project a calm and soothing atmosphere from the moment guests step foot in the door.

Debuting December 2010, the property's bespoke design is lead by [ICRAVE](#), the innovative team behind such projects as the W Atlanta - Midtown, STK restaurant and the JetBlue T5 terminal at JFK. The firm developed a chic design that speaks to travelers looking for a luxurious, modern getaway. Combining custom-made fabrics and rich textures with vivid colors, the Sanctuary Hotel will be an exclusive hideaway for guests to unwind and escape the buzz of the city.

Inspired by the privacy and comfort of a living room, the Sanctuary Hotel's inviting lobby will tempt guests to linger in intimate nooks. Featuring a deep brown and cognac color palette, the lobby's design comes to life with rich textures and lush fabrics from terrazzo tile with brown glass chips to the custom-designed print carpet. Colorful details delight the eye such as warm yellow leather pillows on the couches and deep orange leather wall panels surrounding the elevator bank and guestroom hallways. Guests are greeted by a warming fireplace complete with tiger skin travertine tiles while glass floor lights guide the way to an elegant bar designed with honey onyx, terrazzo tile and brass blinds. Throughout the lobby and bar, travelers can admire one-of-a-kind artwork showcasing the property's premier Times Square location.

Creating a lofty and airy feel, luxury accommodations feature dramatic burnt orange leather trim headboards and plush beds with European linens. The unique open bathroom design features rain showerheads, leather print tiles, quarried marble and a cream leather curtain providing a tranquil yet intimate ambiance. Complete with luxurious amenities such as 32- to 42-inch plasma televisions and iPod docking stations, guestrooms will provide a peaceful atmosphere to lull travelers to sleep in the city that never sleeps.

Originally built in the early 1900s, the property's façade will be updated with a modern edge while preserving the hotel's intricate architecture. Creating an inviting yet exclusive feel, new glass awnings and railings will be added while slightly opaque glass block windows cast a shadowy glow out to the street.

For additional information about the Sanctuary Hotel visit <http://www.sanctuaryhotelnewyork.com>

