

The Lowell

NEW YORK

THE LOWELL, NEW YORK

Fact Sheet

Overview: With understated European elegance and an intimate ambience, The Lowell New York is a boutique hotel offering 47 suites and 25 deluxe rooms, all of which are uniquely decorated with exquisite antique furnishings, original art, and outfitted with state-of-the-art technology. Many of the suites feature private terraces as well as wood burning fireplaces.

Location: The Lowell New York hotel is centrally located on 63rd Street between Madison and Park Avenues and steps away from the city's famed designer boutiques, Central Park, museums and other attractions.

Address: The Lowell, New York
28 East 63rd Street, New York, NY 10021
Tel. (212) 838-1400 Fax: (212) 319-4230
Email: @lowellhotel.com / www.lowellhotel.com

Architectural History: Designed by Henry Stern Churchill (1893-1962), The Lowell Hotel was constructed between 1925 and 1926 for Leo Wise. It was built as a seventeen-story apartment hotel, with a first floor restaurant and lobby, and upper floors divided into one and two bedroom suites. Its Art Deco / Modern facade is a distinguished design in brick and glazed terra cotta, integrating a richly decorated ground floor entrance with a flat, subtly detailed center section and a series of elaborately asymmetrical terraced setbacks on the upper floors

Accommodation: The Lowell's guestrooms are individually designed in classic European style with contemporary touches and modern amenities for a truly residential atmosphere. Designed for today's luxury traveler, each room features traditional architectural details, original art and antiques, opulent fabrics, and communication and entertainment state-of-the-art technology.

All Lowell guests enjoy:

- Bose iPod Docking Stations and sound system in suites
- Fully-equipped kitchens with Sub-Zero refrigerated drawers
- Complimentary wireless high-speed internet access, in-room fax machines, and multi-line phones
- Flat screen televisions with movies on demand and VCRs

The Lowell offers all guests the following complimentary amenities:

- Welcome beverage of choice on arrival
- New York Times daily
- Shoe shine
- Bulgari bath amenities
- Fiji water with nightly turndown service
- Access to the Fitness Center.

- more -

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It is the only hotel in Manhattan to offer wood burning fireplaces and many of the suites also feature terraces. There are several specialty suites, including:

- Garden Suite – newly redone by Michael Smith, this one bedroom suite celebrates the beauty of nature and is inspired by the two terraces which adorn the living room - one, a sitting area with a fountain and the other, a cozy dining area. It also features a living room with original art and a wood burning fireplace and a gourmet kitchen.
- Lowell Suites – the largest one bedroom suites in the hotel - each feature a separate sitting area with a wood burning fireplace, an elegant living room with a terrace, spacious dining area, kitchen and a bedroom.
- Manhattan Suite - this specialty one-bedroom suite, dedicated to the glamorous Art Deco period features a wood-burning fireplace and two terraces, a living room and study, bedroom, kitchen, and an oversized marble bathroom with deep soaking Jacuzzi bathtub and steam shower room.
- Hollywood Suite - This one bedroom theme suite features a conference room doubling as a beautiful dining room and ideal home entertainment area. The cozy living room has a wood burning fireplace, a library stocked with books concerning the world of film and a variety of classic videotapes. A full service kitchen and his/her marble bathroom accentuate this luxurious suite. Original artwork and movie memorabilia adorn the walls and shelves throughout.
- Penthouse – Recently refashioned by acclaimed interior designer Michael Smith, this suite offers guests an exceptional residential experience with three bedrooms, four private terraces, a wood burning fireplace, three bathrooms, a gourmet kitchen, and a dining conservatory, all of which reflect Smith's celebrated signature style.

Dining: The Pembroke Room located on the hotel's second floor serves breakfast, afternoon tea and weekend brunch.

The Post House restaurant, a New York steak and seafood restaurant with an award-winning wine list is open for lunch and dinner.

General Manager: Ashish Verma

Sales & Marketing Director: Stephanie Conchuratt

Reservations: Phone: 1-800-221-4444 within USA/Canada or (212) 838-1400
Fax: (212) 605-6808
Email: reservations@LowellHotel.com

Credit Cards: Major credit cards are accepted.

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[@lowellhotel.com](mailto:stephanie@lowellhotel.com) or (212) 605-6820

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FOR IMMEDIATE RELEASE

MANHATTAN'S LANDMARK THE LOWELL NAMES ASHISH VERMA GENERAL MANAGER

NEW YORK, NY – The Lowell, New York announces Ashish Verma as General Manager.

Consistently ranked among the top luxury hotels of the world, The Lowell, New York is centrally located on 63rd Street between Madison and Park Avenues in Manhattan, just steps from the city's world-class museums and designer boutiques. It offers 47 suites and 25 deluxe rooms, all of which are uniquely decorated with exquisite antique furnishings. Many of the guestrooms, including the recently renovated Penthouse Suite, Garden Suite, and Lowell Suites, feature private terraces as well as wood burning fireplaces. Mr. Verma will be responsible for all operations for this exquisite landmark property known for its residential ambience.

“I am elated about my new position and the opportunity to maintain and enhance The Lowell’s already strong reputation for excellence as one of the world’s most premier hotel properties,” said Verma. “I look forward to working with the team and continuing to set the hotel apart amid an ever increasingly competitive marketplace,” he continued.

Verma comes to The Lowell from the Windsor Court Hotel in New Orleans, where he successfully led post-Katrina recovery efforts that enabled the property to become one of the first hotels to re-open after the devastating hurricane.

In addition to spearheading the revival and rebound of Windsor Court Hotel, Verma was instrumental in the gradual recovery of tourism during historically the most challenging times in New Orleans. He was involved in various capacities in the Industry and Civic causes. Verma was elected president of Greater New Orleans Hotels and Lodging Association, Served as board member of New Orleans Tourism and Marketing Corporation, Arts Council, and Horizon Initiative. Verma was active in leading volunteering activities thru collaborative initiatives with Habitat for Humanity, local schools and organizations. Verma's numerous recognitions by the City of New Orleans include '40 under 40' citizens award in 2006 and 'Men of Fashion - Best Dressed' in 2007 by New Orleans magazine.

Born in The Punjab, India, Verma received a B.A. with honors in Political Science and Economics from Punjab University, Chandigarh, India, a graduate degree in Hospitality Administration from The Oberoi School of Hotel Management, New Delhi, India and a Master of Business Administration from IMHI Cornell-Essec, Paris, France.

Verma's illustrious career in hospitality includes various positions with Oberoi Hotels International, Hyatt International Corporation, Millennium Hotels & Resorts and Orient Express Hotels in Asia, Europe and North America, in cities such as Paris, New Delhi, New Orleans and New York. An avid sports fan, Ashish Verma was a cricketer and captain of a university tennis team. Verma is a keen traveler, reader and speaks seven languages.

For reservations and information, please call 800-221-4444 or [.lowellhotel.com](http://lowellhotel.com).

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CELEBRITY DESIGNER MICHAEL SMITH RESTYLES THE LOWELL NEW YORK'S GARDEN SUITE

Following the stunning renovation of the hotel's penthouse last year, The Lowell New York again tapped acclaimed interior designer Michael Smith to refashion the hotel's extraordinary Garden Suite. This one-bedroom suite offers a city rarity with its two terraces - one, a sitting area with a fountain and the other, a cozy dining area.

While the suite reflects his talent of seamlessly blending new with antique and contemporary with traditional, it has a soft, romantic feel and European charm, such as the four-poster bed – an inspiration from the garden terrace and its greenery – and a handcrafted, antique-inspired armoire in the living room.

Using a palette of soft blues and greens, the chosen fabrics are Cowtan & Towt, some from Smith's eponymous line of textiles. Many of the elements evoke nature, such as the bedroom's floral 18th-century Chinese inspired wallpaper by Oplontis, the kitchen's limestone floor and the hardwood floors throughout the living area. All the suite's artwork is photographic landscapes from Lumas by David Burdeny, Douglas Busch and Manfred Paul.

Each terrace is beautifully planted to capture the changing seasons, one offers a settee with two lounge chairs and the other features dining for four. Luxurious "Statuary" marble covers the walls and floors of the bathroom, and bathroom fixtures are from the Michael S. Smith Collection *For Town* created for Kallista.

The suite also offers a fully-equipped gourmet kitchen and a wood-burning fireplace; as well as, several iPod docking stations and a sound system; flat-screen televisions; cordless phones; complimentary wireless high-speed Internet access; and complimentary services and amenities such as *The New York Times* daily; shoe shine; Fiji water; nightly turndown service; and access to the Lowell's Fitness Center.

The Lowell New York hotel, centrally located on 63rd Street between Madison and Park Avenues and steps away from the city's famed designer boutiques, offers 47 suites and 23 deluxe rooms, all of which are uniquely decorated with exquisite antique furnishings. Many of the suites, including the recently renovated Penthouse Suite, feature private terraces as well as wood burning fireplaces. For reservations and more information, please call 800-221-4444 or lowellhotel.com.

Note to Editors: PHOTOGRAPHY AVAILABLE

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THE LOWELL HOTEL NEW YORK REDEFINES SUITE LIVING WITH PENTHOUSE DESIGNED BY MICHAEL S. SMITH

NEW YORK – Acclaimed interior designer Michael S. Smith has refashioned The Lowell New York’s Penthouse, setting a new benchmark for hotel design with his modern, yet classic, approach. The Penthouse Suite is available for guests at a rate of \$7,500 per night.

At 2,200 square feet, The Lowell’s newly redesigned Penthouse Suite offers guests an exceptional residential experience with three bedrooms, four private terraces, a wood burning fireplace, three bathrooms, a gourmet kitchen, and a dining conservatory.

Inspired by the Suite’s cityscape views, Smith used a soothing palette of creams, browns, blues, and greens throughout the space, drawn from the surrounding limestone and granite facades, slate roofs, lush terrace gardens, and open sky. The suite perfectly illustrates the designer’s rare talent of seamlessly blending new with antique and contemporary with traditional.

“My goal is to create a retreat that takes the concept of ‘penthouse’ to the next level,” said Smith. “I want the suite to radiate the comfort of a luxurious and private house.”

According to Ashish Verma, General Manager of The Lowell New York. “With the Penthouse, Michael Smith creates a stunning environment that is comfortable for today’s contemporary lifestyle, while still paying tribute to the hotel’s old-world traditions.”

The suite’s living room is furnished with many pieces designed by Smith from his signature Jasper line, including a cream upholstered sofa and chairs, and a white Louis XV-style fauteuil with olive green velvet upholstery. Pillows, accent pieces and curtains add hues of slate, sky blue and brown, while two alabaster lamps – also designed by Smith – emit a soft glow. A Profiles cocktail table covered in white and gold Fortuny-print fabric adds whimsy, and is small enough to be moved where needed for entertaining.

Adjoining the living area, the dining conservatory is a rare architectural feature with a ceiling partially enclosed by glass. Potted palms frame the sliding doors that lead to a terrace overflowing with flowering plants. A 1940s-style mirrored dining table by Jean de Merry that reflects the room’s natural light is surrounded by Michael Smith chairs with leather seats and wood inlay detail.

A wall of windows creates a bright setting for the crisply designed Poggenpohl kitchen in gray lacquer, with CaesarStone countertops. Space has been carefully planned in this galley-style kitchen, with a Miele espresso machine built into the wall, along with a Sub-Zero refrigerator and two refrigerated drawers. Fitted into the counter are a Miele cooktop and dishwasher.

The master bedroom is an idyllic retreat with its metal four-poster bed set amid the orchids and bamboo hand-painted on the fabric wall covering by de Gournay. Against the bed’s raw silk fabric headboard rests a plush sea of pillows that complements the embroidery-trimmed Nancy Koltes linens and cashmere blanket. Ceramic glazed lamps in watery greens and blues by SCDS, Ltd. are a stunning example of Smith’s successful melding of styles and textures.

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Luxurious “Selene” marble from Ann Sacks covers the walls and floors of the master bathroom, with varying veins of green, blue-green and yellow running through a milky white background. The lighting features Ralph Lauren sconces in opal glass and polished nickel that flank both sides of the double vanity, and an alabaster and nickel bowl by Vaughan. Bathroom fixtures are from the Michael S. Smith Collection *For Town* created for Kallista. The adjoining dressing area features hints of Art Deco glamour – a nod to the era when this landmark building was erected – with a sterling silver vanity mirror from John Roselli Antiques, set atop a mirrored glass Versailles desk by Nancy Corzine.

Serene and organic tones provide a restful ambience in the second bedroom, where the Stark carpet designed by Jack Lenor Larson sets the mood with muted stripes of maize, wheat and sky blue. The two twin beds, which Smith designed, are slightly distressed wood, painted pale green, with leather headboards. A brass tree branch floor lamp and textured ceramic table lamp (both by Vaughan), framed antique botanical prints, and an accent pillow in African fabric complete the eclectic but synergistic ensemble. The room’s adjoining bath is also done in Ann Sacks “Selene” marble, with the fixtures from the Michael S. Smith Collection *For Town* created for Kallista.

The third bedroom is more masculine, in hues of brown, slate blue and camel, and Smith continues to unite inside with outside through his use of de Gournay wall covering that evokes the look of natural stone. A subdued mix of olive green and turquoise wool, cotton and silk fabrics dress the windows, while a chair of Smith’s own design is covered in a soft green silk, accented with a batik pillow. The walls feature original black and white sketches and photography, while an oversized black metal-framed mirror by Profiles hangs above the bed.

The Suite’s additional amenities include several iPod docking stations and a sound system; flat-screen televisions in every room; cordless phones; complimentary wireless high-speed Internet access; and complimentary services and amenities such as *The New York Times* daily; shoe shine; Fiji water; nightly turndown service; and access to the Lowell’s Fitness Center.

The Lowell New York hotel, centrally located on 63rd Street between Madison and Park Avenues and steps away from the city’s famed designer boutiques, offers 47 suites and 23 deluxe rooms, all of which are uniquely decorated with exquisite antique furnishings. Many of the suites, including the recently renovated Manhattan Suite and Lowell Suites, feature private terraces as well as wood burning fireplaces. For reservations and more information, please call 800-221-4444 or .lowellhotel.com.

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A BRIEF HISTORY

The Lowell is an architecturally significant building within the Upper East Side Historic District, an area which is a designated New York City Landmark District, and which has been recommended by the New York State Board for historic preservation and for listing in the National Register of Historic Places. It is on the tranquil, tree-lined street of East 63rd between Park and Madison Avenues.

Designed by Henry Stern Churchill (1893-1962), The Lowell Hotel was constructed between 1925 and 1926 for Leo Wise. It was built as a seventeen-story apartment hotel, with a first floor restaurant and lobby, and upper floors divided into one and two bedroom suites. Its Art Deco / Modern facade is a distinguished design in brick and glazed terra cotta, integrating a richly decorated ground floor entrance with a flat, subtly detailed center section and a series of elaborately asymmetrical terraced setbacks on the upper floors.

The Lowell maintains a high degree of integrity on its significant original facade, and acts as an important streetscape feature in its block, which combines late nineteenth and early twentieth century townhouses with larger twentieth century apartment buildings in the harmonious fashion which typifies the area. With its significant 1920's exterior architecture, The Lowell Hotel is integral to the character of the Upper East Side Historic District.

The Lowell is independently owned and in 1984 was restored to perfection. As when it originally opened its doors, The Lowell is an intimate, luxurious hotel. The original name has been kept in recognition of the rich history which contributed to establishing its current notoriety. Elite film industry executives and CEOs from the major fashion design, publishing and financial worlds regularly patronize The Lowell.

For more information and reservations, please call 212-605-6820.

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THE PEMBROKE ROOM

A gracious warmth and style envelopes the Pembroke Room, the dining salon of The Lowell, a discreet European-inspired hotel just a few steps away from Madison Avenue's boutiques.

Nestled in a serene setting on the second floor, The Pembroke Room is identified only by discreet letters etched on the frosted glass-and-mahogany door. One of New York City's best kept secrets, it is favored by the exclusive clientele that meet for power breakfast, as well as brunch at weekends, afternoon tea and cocktails. A chiseled, marble-topped bar greets guests at the entrance and crystal sconces cast a flattering golden glow within the room. The windows are decorated in English polished chintz, complementing the needlepoint carpet, and exquisite Chinese porcelains nestle in mahogany vitrines. French chairs sheathed in striped satin ring the tables that are set far apart to ensure privacy.

Food is served on hand-painted Washington Pickard China complemented by luxury table linens and fine crystal.

Afternoon tea in The Lowell has become a New York social ritual. Guests can indulge themselves with traditional scones and Devonshire cream, finger sandwiches, fresh berries and cream, pastries and petit fours, and more than 20 varieties of tea. Hors d'oeuvres and spirits are also available.

The Pembroke Room is available, upon reservation, for quiet, elegant dinner parties accommodating up to 40 guests, or for intimate cocktail and receptions accommodating up to 75 persons.

Hours are from 7:00 A.M. to 10:30 A.M. for Breakfast, from 12:00 Noon to 2:30 P.M. for Saturday and Sunday Brunch, and 3:30 P.M. to 6:30 P.M. for afternoon tea.

For more information and reservations, please call 212-605-6820.

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