



## The Hotelier

**Carlos Centurion**, co-founder of the pioneering Mexican chain Grupo Habita, will open the brand's 11th hotel — and first American property — in New York this spring.

## The Project

On an industrial block in West Chelsea, **Hôtel Americana** ([hotel-americano.com](http://hotel-americano.com)) will bring gritty glamour to the gallery district. It's sure to be the art world's go-to bolt-hole.

## The Look

The glass and steel Enrique Norten building has 56 rooms done by Arnaud Montigny with **bombay chairs**, **iPads** and **damini robes** by Loden Dager (which also outfitted the staff).

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FASHION EDITOR: JASON RIDER.



# Now Booking | Hôtel Americano



Breakfast at the Hôtel Americano. *Tim Barber*  
A denim bathrobe, shower kit, luggage tag, and harmonica.  
*Still lifes by Jens Mortensen*

By RIMA SUQI

When **Hôtel Americano** opens next month in New York, it will be the 11th hotel in 11 years from Grupo Habita, a company not well known north of the border but considered Mexico's boutique hotel pioneer in the Ian Schrager mold. The Americano is also the company's first venture stateside, a 56-room property in a 10-story building designed by the Mexican architect Enrique Norten (who also designed **Hotel Habita**, the company's first property in Mexico City) with interiors by the Parisian designer Arnaud Montigny. On an industrial block of gallery-packed west Chelsea, the hotel is well poised to be an art-world home base.

"Because of where it's located it has to be a little bit industrial, a little bit gritty," says Carlos Couturier, co-founder of Grupo Habita. Norten's design for the glass building includes metal mesh cladding and an exterior elevator that ferries restaurant patrons from street level directly to the rooftop restaurant and pool. (A separate, interior elevator

provides access to guest rooms.) A modern ethos — whether with a vintage bent or one more of this century — permeates both public and private spaces. Guest rooms feature Kengo Kuma-style, low-to-the-ground platform beds and black vinyl Zanotta bean bag chairs alongside less aggressively slick accouterments like touch-tone phones, denim bathrobes by Loden Dager (which also outfitted the staff) and harmonicas for sale in the minibar. In-room iPads are loaded with music as well as the Hôtel Americano version of a city guide, with regularly updated listings of things to do, both in the ZIP code and beyond. Some north-facing rooms have views of the Empire State Building, but to Couturier, "the best rooms in the house are the ones where you're looking at fire escapes. That's how you know you're in New York, not Paris or Shanghai."

*Hôtel Americano, 518 West 27th Street, (212) 216-0000.*