



Gemini R.E. Advisors breaks ground on 113-unit GEM Hotel Union Square

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Gemini Real Estate Advisors broke ground on The GEM Hotel Union Square, a new addition to the company's portfolio of Manhattan properties, set to open in 2012. Ideally situated at 52 West 13th St. in Greenwich Village, near Union Square, this property will be the fourth in a collection of GEM Hotels, joining locations in Chelsea, Midtown West and SoHo.

The GEM Hotel Union Square will have 113 guestrooms. As the brand's flagship hotel, this asset will expand on GEM's typical programming by offering amenities like a full-service restaurant and lounge, fitness center, business lounge and central HVAC.

"We are thrilled to build on the GEM brand's success, and begin construction on this project," said Gemini's president Will Obeid. "We are firm believers in the long-term fundamental strength of New York City's lodging industry, and look forward to offering travelers an experience that is in keeping with the understated elegance of this historic neighborhood."

The design of the all-brick, 18-story hotel will draw upon the history of the Greenwich Village neighborhood. The building will use materials such as red brick, iron, and limestone.

The GEM Hotel Union Square is designed by Andres Escobar, the architect is Gene Kaufman Architect, P.C., and the general contractor is KSK Construction Group.

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