



Gene Kaufman Architect designing two hotels totaling 340 rooms

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Gene Kaufman Architect, P.C. (GKA), New York City's most prolific hospitality architecture firm, is designing two new hotel destinations, both developed by Hidrock Realty. The first project, located at 960 Sixth Ave., will transform the former Atlantic Bank Building into a new 167-room Courtyard by Marriott while the second, a ground-up project at 25 W. 37th St., will introduce the first SpringHill Suites by Marriott hotel location to Manhattan.

"The vibrant and vital area of NYC attracts a steady stream of both tourists and business travelers from across the country and around the world," said Kaufman, founder of GKA and principal of Gwathmey, Siegel, Kaufman & Associates, which he acquired earlier this year. "The hotels we have recently designed in the area rarely have available rooms and we expect that these two hotels will be as successful or more so."

The converted and expanded 17-story, 90,000 s/f Courtyard by Marriott, will feature a 40-foot high entry portico that connects to a sky lobby with terraces overlooking Herald Square. The existing Art Deco structure is being restored and crowned with a rooftop lounge and deck. The conversion is underway and the hotel is slated for completion in the fall.

The new 19-story, 70,000 s/f flagship location of SpringHill Suites will offer 173 guestrooms. Site demolition is complete and construction is set to begin shortly. The hotel is slated for completion in 2013.

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