



Coben of Glen & Co. designs TRYP NYC Hotel

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In less than three months since its opening, the TRYP-New York City/Times Sq.South, a Wyndham Hotel at 345 West 35th St., designed by architect Glen Coben of Glen & Co., has become a hub of activity. Located on a side street between Eighth and Ninth Aves., a block from Penn Station, the glass facade, festooned with floral planters, is luring a steady flow of tourists and locals who cross the threshold into a "Plaza Central," comprising a grand space that combines the charm of an Andalusian village square with a busy midtown hotel lobby.

"Working with the developers and Wyndham on this hotel, which is the prototype for the brand in the U.S., I had a vision of a place where tourists would immediately have a positive sense of the city because of its openness and familiarity," said Coben, a 2012 James Beard nominee for hospitality design. "At the same time, we wanted to create a midtown destination spot where local business people could meet after work or for lunch and casual dining."

Upon entering the building, visitors are witness to a most inviting site: a long, undulating gastro bar, crowned by a 40-foot high vaulted ceiling shaped like the inside of wine barrels. A gourmet restaurant is nestled into the west end of the open lobby, offering intimate nooks for breakfast, lunch and dinner, and a Spanish-influenced menu arranged by executive chef John Walsh. At the other, eastern end of the massive space is a library that contains private seating areas, ideal for business meetings or small social gatherings. And at the very center of the Plaza Central just inside the glass doors is a large S-shaped "flirtation" sofa, custom-designed by Coben in bright hues of red, blue, yellow and orange, colorfully greeting visitors as they enter the space.

Other details on the main floor include exposed brick walls, reclaimed wood and tile floors, and enormous blackboards describing the restaurant's daily menus. Collectively, they offer a compatible combination of traditional and modern materials, and create an experience more readily reflective of European village life than an impersonal select service hotel in Midtown Manhattan.

Upstairs, the rooms have been designed to accommodate a wealth of different needs. From family suites capable of accommodating up to eight people, to romantic, double suites, the Mediterranean theme is subtly carried throughout with such features as decorative screens and colorful area rugs with red and gold elements weaving through the design.

TRYP NYC Times Square South also features a business center, fitness center and a function space that can accommodate up to 100 guests. Additional locations anticipated to open this year include Berlin, Medellin, Colombia and Madrid.

Coben said, "We customized a beloved Spanish hospitality brand to fit a distinct New York style. Having been opened just a few months, it's clear that we met the core values of the brand and achieved our goals in a unique and inviting way."

About Glen & Company

Founded in 2000 by Glen Coben, award-winning Glen & Company is an architectural and interior

design firm specializing in the commercial, hospitality and retail sectors. The firm's experienced design professionals have a unique understanding of the special needs of the industries for which they design - from cultural and geographic considerations to strict budgetary and programming requirements. Additional services include art procurement, graphic and signage programs as well as uniform and table top design.

In addition to prominent restaurants and hotels nationwide, Glen & Company's range of assignments include a 50,000-square-foot Whole Foods in Fairfield, CT; a Wellness Center and spa concept for Miraval in Tuscon, AZ; the complete renovation of La Vista, a 5,000-square-foot three-meal-a-day restaurant and beach bar at the San Juan Marriott; and the planning and design of a gourmet center and seven signature restaurants in Caracas, Venezuela.

Prior to starting Glen & Company, Mr. Coben was a principal at the Rockwell Group, where he lead the design of such massive projects as The Theatre for the Academy Awards, Hollywood, CA; Hacienda Football Stadium, Los Angeles. CA; and The Coca Cola Sky Field, Atlanta, GA. Earlier, he was the Director of Retail Design for NIKE, where he developed the worldwide Niketown rollout program.

Mr. Coben has been a visiting professor of Interior Design at Pratt Institute and is on the board of advisors for Culintro, a culinary trade organization. A graduate of Cornell University's College of Architecture, Art & Planning, his early background includes teaching assignments in hotel management, surveying architectural ruins in Rome and work as a field architect in Sardis, Turkey.

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