



Gene Kaufman Architect chosen to design two new projects on Manhattan's West Side

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Gene Kaufman Architect, P.C. (GKA) has been chosen by McSam Hotel Group to design two new hotels on the West Side. The two projects, located at 326 West 37th St. and 350 W. 40th St., add to GKA's extensive portfolio of hospitality work on these and the surrounding blocks helping to transform the neighborhood.

"New York City is slated to attract more than 55 million visitors this year and that number is expected to grow each of the next five years," said Gene Kaufman, founder of GKA. "Beyond the nonstop flow of visitors, Manhattan is booming with commercial and residential growth along the Hudson River. The Midtown West neighborhood where these two new projects will rise has changed dramatically in recent years creating a bridge between the city's center and the new, dynamic far West Side."

The project at 326 W. 37th St. is set to be a 22-story hotel with a national brand while the new development at 350 W. 40th St. is also expected to fly the flag of a national hotel brand and encompass approximately 200,000 s/f.

In recent years GKA has designed a collection of successful hotels in the West 30s including a Four Points, Courtyard by Marriott, Fairfield Inn, Holiday Inn, Candlewood Suites, Hampton Inn, Holiday Inn Express, an Element and, most recently, a SpringHill Suites. In addition to the two new projects for McSam Hotel Group, GKA has three other hotels projects currently under construction in the neighborhood.

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