



Muss Development's New York Marriott at the Brooklyn Bridge to begin \$43 million renovation and reposition

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The New York Marriott at the Brooklyn Bridge, developed and co-owned by Muss Development LLC, will be transformed. In keeping with the emerging area landscape as a lead destination for visitors, the hotel has embarked on a \$43 million renovation and reposition that will completely transform it both physically and in the way it serves guests. The first phase of the renovation - including The Bar (Great Room Lobby), front desk and exclusive new M Club Lounge - will be unveiled this May.

Timeless yet modern, inviting and locally inspired, the hotel's new décor will bridge the gap between the past and present. When the hotel opened in 1998, it was the first newly built, branded hotel in the borough in 60 years. In the mid-2000s, a newly constructed south tower was added, increasing the rooms to a total of 667. The additional rooms were created to accommodate demand from the growing meetings and conventions market as well as flourishing interest from leisure travelers to visit this buzzing neighborhood, ripe with new restaurants, shops and attractions.

"When we opened the New York Marriott at the Brooklyn Bridge, it quickly rose to be the leader in New York City hospitality," said Joshua Muss, owner of Muss Development. "My grandfather started Muss Development in Brooklyn back in 1906. This hotel's transformation represents another personal and business milestone in our ongoing commitment to Brooklyn and to New York City. We set the stage for welcoming business and leisure travelers to the borough, and after 17 years, the hotel still sets the highest standard - by far the best that Brooklyn has to offer - in size, style, meeting and banquet space, location and service!"

Mindful of the way today's travelers blend work and play, the Brooklyn Marriott's overall design will incorporate locally-inspired elements chosen for their inherent beauty and comfort, intended to make work convenient no matter where guests are in the hotel. And of course, ease of technology will be in place, to keep everyone connected.

The hotel's entire renovation will occur in stages. This May, Brooklyn Marriott will unveil a transformation of The Bar (Great Room Lobby), Front Desk and new M Club Lounge, a signature feature of select Marriott Hotels created specifically for frequent Marriott Rewards members. The Bar, located just off of the hotel's grand entrance, will be the hub around which all buzz is created. Local industrial chic is the style here, with materials evoking an urban edge: glass, metal, subway tiles and white marble tops. The design team has worked closely with select Brooklyn-inspired artists and artisans to curate original works that will highlight the space. Tableside, guests can enjoy food and drinks sourced locally from Brooklyn, such as craft beers, coffee from Brooklyn Roasting Company and other culinary delights. Think Brooklyn Beer Batter Cod Bites and Lemon and Rosemary Grilled Wings, to name a few. For guests on the go, the Brooklyn Pantry will offer light bites.

"We are thrilled to welcome guests and neighbors to experience our new, modern look. We asked

our customers what was important to them, and used that knowledge to overhaul our public spaces so there is a seamless flow for guests to interact with our staff and with each other," said Sam Ibrahim, general manager, New York Marriott at the Brooklyn Bridge. "Marriott Hotels encourages each property to localize the guest experience and, in a place as vibrant as Brooklyn, that opens up tremendous possibilities. Whether it's serving Brooklyn-made coffee or displaying a local artist's abstract mural, our hotel will reflect travelers' desires to get an authentic taste of the neighborhood." The M Club Lounge, adjacent to the Great Room Lobby, is entered via a welcoming wooden "gate." The spacious, light-filled lounge boasts a modern interpretation of the Brooklyn narrative in various design elements. Natural materials such as wood, rope and knots divide the spaces, which are reflective of the nearby Brooklyn Navy Yard. A relaxed formality permeates throughout, with casual menu offerings that can be enjoyed at any time of day. A large communal table invites guests to the heart of the room - where the mood changes from day to night, and guests can unwind with a glass of wine from Brooklyn Winery.

The Front Desk will no longer be a long and wide barrier between the hotel guest and the hotel staff; it will be recreated as three reception pods to allow for more intimate interaction. The new Brooklyn vibe is in play here, less literal, more thoughtful and inviting. The concierge team, in partnership with Brooklyn Chamber of Commerce, will be fluent in Brooklyn culture and events, and display the ExploreBK.com website digitally to guests. A dramatic focal point during the check-in experience is a large abstract mural based on a photograph of the Brooklyn Bridge, which sets the progressive, artsy tone.

"Like many great pioneers, Marriott set the bar high when they opened the first hotel in Downtown Brooklyn almost two decades ago. Now, after 17 years of tremendous success - and having paved the way for countless other hotels to open in our great borough - New York Marriott at the Brooklyn Bridge is taking it to the next level once again with this incredible renovation plan," said Carlo Scissura, president and CEO, Brooklyn Chamber of Commerce. "This revamp will only improve an already beautiful hotel, making it an even bigger attraction to tourists from across the country and the world. The Brooklyn Chamber and ExploreBK.com are also thrilled to partner with the hotel to assist visitors in finding the very best that Brooklyn has to offer."

The renovation of the hotel's ballroom and meeting rooms, one of the largest and most versatile such venues in the entire city, will be completed in September 2015. This spring, the hotel will also unveil the redesign of its 667 guest rooms. All guest room renovations will be completed in 2016.

The New York Marriott at the Brooklyn Bridge is located at 333 Adams Street in the heart of Downtown Brooklyn, steps away from MetroTech Center, Brooklyn Heights and Cobble Hill. It is convenient to Barclays Center, the Brooklyn Museum, the Brooklyn Academy of Music (BAM) and the Brooklyn Bridge Park. The hotel features 667 rooms and suites, a fitness center, and over 40,000 s/f of banquet and meeting space. New York Marriott at the Brooklyn Bridge is managed by Marriott International and is owned by Muss Development LLC, HomeFed Corporation and Marriott International. For reservations, visit BrooklynMarriott.com.

The renovation project team includes: Turner & Townsend Ferzan Robbins (TTFR), project management; Krause + Sawyer, Inc., interior design; and Jonathan Nehmer + Associates, Inc. (JN+A), architecture and construction project management.