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## **Executive of the Month: Lavecchia of Mulberry Development: Building a portfolio of iconic destinations and chic boutiques**

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Robert Lavecchia,  
Mulberry Development LLC

New York, NY Robert Lavecchia serves as chief operating officer of Mulberry Development LLC, a Manhattan-based full service construction management, general contracting and real estate development firm.

A recognized expert and 20-plus year veteran, Lavecchia is responsible for the oversight of general contracting operations and strict adherence to the firm's hallmark quality standards.

Lavecchia's deep knowledge of the construction industry and superior ability to mobilize and manage resources has translated into the development, design and construction of perennial list-topping projects and a high profile client roster that includes: Billboard and box office smash Justin Timberlake, Oscar-winners Sam Rockwell and Steven Soderbergh, the famed Kardashians, music legend and entrepreneur Dr. Dre, multi-platinum-selling artist Michael Feinstein, and supermodels Irina Shayk and Alessandra Ambrosio.

Founded in 2007, Mulberry Development's work quickly became synonymous with conversation-starting design and a level of uncompromising craftsmanship that transcends to the smallest detail. Together with partner and chief executive officer Michael Buono, the team has completed more than 250 projects nationwide totaling over 3.7 million s/f within the highly competitive luxury hospitality, retail, commercial, residential and community infrastructure sectors.

Forging meaningful and collaborative relationships with the firm's vast and varied clients is the team's ultimate priority. Lavecchia and Buono personally implement a customized approach for every project from pre-construction coordination, recommendations and staffing; to project monitoring, completion and close-out—with results that speak for themselves.

Welcoming travelers to more than 3,000 re-imagined and renovated hotel rooms, the team demonstrates a proven ability to create efficiencies of scale without compromise of quality. Their work doesn't stop there—it extends into the properties' public spaces, where Mulberry Development is a lauded creator of lounges and restaurants that epitomize sophistication, culture and cool.

Celebrated as the crown jewel of Manhattan's historic NoMad neighborhood, the hotel is comprised of 168 luxurious rooms and features several distinct dining areas. Members of Mulberry Development collaborated with project stakeholders to execute a design and build-out process that hit all the marks.

Serving as the owner's representative at the bohemian-chic NoMad Hotel, Mulberry Development collaborated on the development and design of a series of distinct hospitality areas. Their work included the Library, a bi-level bibliophile's delight with light fare and specialty cocktails; and the Elephant Bar, a special destination that evokes a balanced vibe of spirited club and elegant lounge centered around a custom 24-ft.-long mahogany bar. Executing the build-out both on time and under

budget, the team also sourced historic materials—like the original spiral staircase imported from the South of France and the original fireplace imported from a great French château—that became immediate focal points.

That same respect for a property's storied past can be seen at Manhattan's notoriously hip ACE Hotel, trendsetting Freehand Hotel, and chic AKA; as well as The Sound View Inn, a 1950's North Fork landmark that is donning a new look reminiscent of the era's easy charm and effortless style.

Under Mulberry Development's watchful eye, every area of the Sound View was restored—from the 55 cedar-clad rooms, picturesque lobby lounge and piano bar to The Halyard, a light-filled dining room and sprawling deck above the Long Island Sound.

Celebrated by Condé Nast Traveler as The Best New York Hotel for Meeting Cool Creatives, the Freehand pays homage to the legendary writers, musicians and artists that once called the building home. Collaborating on the completion of the guest rooms and many hospitality areas, the team introduced a robust suite of offerings as eclectic as the property's high-style design and décor. Guests and locals alike enjoy Simon & The Whale, where global flavor meets homey comforts; sophisticated cocktails served against the backdrop of lovingly restored mahogany millwork in the George Washington Bar; and the rooftop oasis Broken Shaker, a James Beard Award finalist and winner of Tales of the Cocktail's Best American Hotel Bar.

Delivering design and craftsmanship as couture as the fashion itself, Mulberry Development is also responsible for the creation of flagship locations and chic boutiques nationwide for leading heritage and innovative brands like Saint Laurent, Bally, Bottega Veneta, Escada, Tory Burch, DITA, and the Kardashians' DASH boutique.

Exemplifying the adage "success begets success," Lavecchia and his team have a project pipeline as exciting as their prized completed portfolio.

Mulberry Development is proud to serve as the construction manager and general contractor for the highly anticipated re-introduction of the iconic Playboy Club NYC. The 14,000 s/f club will embody urban sophistication and feature four separate luxury lounges that are reflective of the brand's distinctive heritage and trademark standards of quality, style and contemporary refinement.

And as a testament to successfully forged relationships, the team will be extending their engagement with AKA focusing on their newest TriBeCa location; working on the conversion of Sound View Inn's Pebble Beach property to private condominiums; and facilitating pre-development work for a high profile residential development in Mendoza, Argentina comprised of 400+ homes and a full suite of community amenities.