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Preview: 11 Howard Brings Scandinavian Style to SoHo



11 Howard, real estate mogul Aby Rosen's latest venture in SoHo, NYC, will open its doors to the public April 1. It is a charming, if expensive hotel, which by design presents a fine example of modern Scandinavian minimalism.

You may know already Rosen and designer Anda Andrei for their darkly regal [Gramercy Park Hotel](#) further uptown; but their new spot takes a much lighter, softer approach. The Nordic touch. Of course, it helped that they enlisted some real Danes, Signe Bindslev Henriksen and Peter Bundgaard from design studio [SPACE Copenhagen](#) to bring the concept to fruition.

"Our approach to design falls in line with the Nordic and Scandinavian traditions, using notions of restriction and filtering as a tool to express something original and unpredictable. In every project, we play with balancing opposites - classic and modern, industrial and organic, matte and gloss, light and shade," Signe Bindslev Henriksen and Peter Bundgaard of SPACE Copenhagen told ArtInfo.

A glimpse into the hotel's rooms, of which there are 221, reveals light oak wood floors, treated metal accents, velvet cushions, and soft bamboo rugs, all cast in a calm palette of steel grey and pastel pink. The rooms are comfortable, functional and serene – and start at \$400 per night. That's fairly standard for SoHo, which is still the focus of NYC's elite fashion scene. But 11 Howard is angling to attract a wider audience, with an emphasis on longevity. "It's not about

fashionable or trendy,” explains creative director Anda Andrei, “It’ll never feel dated. And best of all, it’s incredibly warm.”

So far, the mural is our favorite feature. Young artists from [Groundswell](#), a New York community outreach organization, were commissioned by Aby Rosen to paint a mural celebrating the history and culture of SoHo. Mentored by artist Jeff Koons, Groundswell’s kids created the vibrant mural that now appears on the hotel’s 150-by-50-foot wall.

11 Howard Street, New York: 11howard.com