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11 Howard Debuts in New York

11 Howard has officially opened in New York's SoHo district, focusing on unique Scandinavian design and socially-conscious hyperlocalism.

Created through a collaboration between Anda Andrei Design and Danish studio Space Copenhagen, the 211-room hotel is meant to embody both form and function while maintaining the realization of hotel owner Aby Rosen's vision of conscious hospitality.

Located on historic Howard Street, the hotel welcomes guests with a gateway of mature trees and marquee lights, while a custom-made steel cylindrical staircase links the lobby to the second floor with a framed neon art piece designed by Dan Attoe. The property's entrance has 15-foot-high ceilings and is decorated with bleached oak wood paneling and polished concrete floors,

An avid art collector, Aby Rosen has ensured that art remains the focus of 11 Howard's conceptual design. Upon entering the hotel, guests are greeted by Alexander Calder's Untitled, 1976 mobile in the lobby. In addition, sculptures, paintings and digital art pieces are also scattered throughout the property, all carefully curated by Rosen himself.

On the second floor, the library provides an immersive art living space with a collection of one-of-a-kind furniture, as well as photographs by Hiroshi Sugimoto. There are several world-class art pieces created by unknown artists on the library's south wall. Well-known contemporary artist Jeff Koons helped guide the local Groundswell group to create a "visual celebration of the culture and history of SoHo."

Guestrooms have 11-foot-high ceilings and oversized windows, offering plenty of natural light and views over Manhattan's streetscapes. The hotel's Terrace Suite affords 270-degree views over some of the city's most famous landmarks from its wrap-around terrace, while custom lighting and furniture by Danish brands Mads Raaschou and Gubi provide a relaxed atmosphere with variations of wood, warm metals, velvet, and wool. Bathrooms are outfitted with porcelain tile, marble countertops, and brass trimmings, and offer organic Grown Alchemist and Glossier products.

11 Howard provides the latest in-house technology including check-in, concierge, and room service, which can all be arranged via personal cell phones. Guests can also tailor their minibar through in-room tablets with products from Thrive Market, a social enterprise offering health food at an accessible price point, as well as support for low-income families in America. Additionally, the hotel has partnered with a number of non-profit organizations and businesses in an effort to give back to the local as well as the global community, including Global Poverty Project, Conscious Commerce, and FEED.

For dining, the hotel's culinary concept has been entrusted to chef Stephen Starr, owner of such notable eateries as Morimoto, Upland, and Buddakan. Scheduled to open in May 2016, 11 Howard's restaurant

Le Coucou will be headed by chef Daniel Rose. The restaurant will serve classic French dishes with a modern twist, while The Blond, 11 Howard's bar will offer evening cocktails, along with dancing after midnight.

The Blond, overseen by The Creative Studio, will have an events room which can accommodate up to 14 people. The venue also has a specially commissioned silk mural by English painter and fashion designer Holly Fowler.

Rates start at 193 euros per night.