

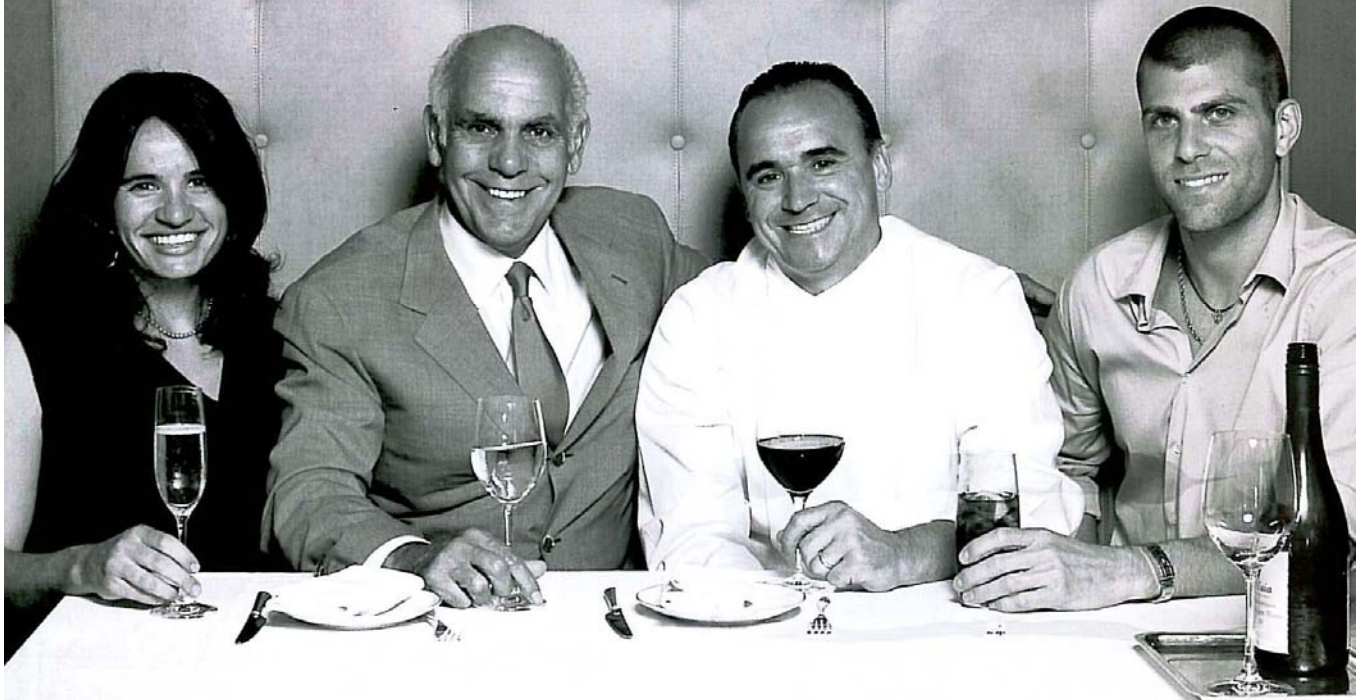
July 2009

july 2009 hdmag.com

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If you've been to a Gansevoort hotel in New York, Miami, or Turks and Caicos, you know why Michael Achenbaum is on our list. The 36-year-old (in partnership with his father William) has successfully created a brand in five years that achieves what so many try, and fail, to do—mix top-notch service and the ultimate cool factor.

And he's just getting started. His second Manhattan property, Gansevoort Park, is set to open next summer on 29th and Park Avenue, where he hopes to draw off both the midtown crowd and downtown feel (his flagship is in the heart of the Meatpacking District). Not only will it up the ante on design (read: a three-story lobby with massive aubergine chandeliers and an over-the-top, multi-level, multi-room rooftop complete with the brand's signature pool) but he's upping the guest experience as well, doing "all the things we felt we could have done better at the other properties here," says Achenbaum, who's working again with Manhattan-based architect-design duo Stephen Jacobs and Andi Pepper (they are also responsible for the original and Miami property).

Rooms are large for New York (averaging 462 square feet); there will be an Exhale Spa with Core classes; an edgy bar concept; and an Italian restaurant from the One Group. "We think we have the opportunity to cross that bridge from being known as a boutique hotel to being known as just a 5-Star hotel without the negative and/or positive connotations of being a boutique hotel," says the meticulous, native Long Islander, who you may see walking through the lobby fixing anything out of place. "We are really trying to create a product that has all the amenities of the Peninsula, but has more of a youthful vibe."

Depending on what the economy does, others are planned for Toronto's Entertainment District and Chicago's River North, and he's looking for sites in Los Angeles. In the meantime, he's refreshing his flagship property: His nightclub-lounge concept G Spa will become an Exhale Spa, and half of ONO restaurant will become a new Jeffrey Chodorow eatery, while the other half and the backyard garden will be turned into an exclusive nightclub run by Michael Satsky and Brian Geffer of Hampton's hotspot Lily Pond. "We really think it's great to continually re-invent yourself," says the low-key hotelier, adding that his typical night on the town is dinner with friends rather than club hopping. "It's the opportunity to keep clients interested. I am a big fan of giving people options." www.gansevoorthotelgroup.com



Photo by Chris Sorensen



the vibe curator

Michael Achenbaum



Clockwise from above: The pool at the Gansevoort Turks + Caicos (the hotel was designed by North Miami-based DADA); renderings of Gansevoort Park's guestroom and three-story lobby.