

FOR IMMEDIATE RELEASE

**THE MANSFIELD HOTEL ANNOUNCES COMPLETION OF 12-MONTH RESTORATION PROJECT**

*NYC's newest restored boutique hotel debuts as an architectural and historic landmark*

**New York, NY (September, 2007)** - Located in the heart of the historic preservation district at 12 West 44<sup>th</sup> Street, the 126-room Mansfield Hotel has emerged from a 12-month restoration to debut as the City's newest renovated boutique hotel.

Originally designed by James Renwick and the firm of Renwick, Aspenwall and Owen, the Mansfield opened its doors in 1904, revealing a property designed in the Beaux-Arts and Second-Empire styles, and in keeping with traditional European hostelries constructed during the era. Over the years the Mansfield was home to wealthy socialites and luminaries such as John Butler Yeats and Max von Gerlach, the rumored inspiration for *The Great Gatsby*.

Over a century later, hotel owners Brad M. Reiss and John Yoon, principals of Willow Hotels, the managing company for the Mansfield, were inspired by the elegance and architectural grandeur of the hotel which led to their restoration of the property. Paying homage to its rich and storied past, the Mansfield exudes a classic New York feel, while boasting contemporary conveniences. Many original details remain integral to the Mansfield's design - oval staircases with wrought iron balustrades, terrazzo floors, and the Grand Lobby's 16-foot ceiling supported by columns and accented by bobesches - and demonstrate a careful craftsmanship throughout the hotel. Featuring varied room types among 99 guest rooms and 27 suites, each encompasses a sense of classic style while maintaining form and function. Each room's interior - gracefully masculine in design - features a neutral color palette of ivory and beige, accentuated by dark wood appointments and ebony-stained hard wood floors.

To further enhance guests' experience, the hotel offers an updated list of amenities and services such as a complimentary business center, complimentary hi-speed wireless internet access in each room, state-of-the-art fitness center and complimentary self-serve tea, coffee and espresso bar. To accommodate even

the most discerning traveler, hypo-allergenic bedding, same day cleaning services, 24-hour room service, and a smoking floor are also available upon request.

“Our customers are discerning, sophisticated clients who demand and deserve an authentic New York experience, which we believe the Mansfield delivers through the hotel’s architectural character and unparalleled guest services,” noted Jeff Harvey, Vice President and Director of Operations for Willow Hotels. “We believe the recent renovation was respectful to, and will enhance, the heritage and tradition that has resonated at the Mansfield for over a century.”

#### **Guest Rooms / Suites**

Featuring 126 guest rooms of varying scale, the Mansfield offers a diverse selection of accommodations including king and queen-size bedded guest rooms, as well as an array of specialty suites, duly named after individuals from the property’s historic past. Also available is a one-of-a-kind duplex penthouse – a stunning two-story loft featuring two bathrooms, a custom fit jacuzzi-style bathtub, a living area with 30-foot ceilings and a wet bar.

Classic in concept yet modern in design, each room is beautifully furnished with a grey suede headboard, luxurious 300-threadcount linens, pillow-topped mattresses, plush micro-fiber robes, wooden blinds, newly added closets and a functional work desk equipped with a high-backed trapezoid leather desk chair. The luxuries of home are available within each room due to the addition of popular technology such as a fully stocked mini bar, flat-screen LCD TV, iHome radio with iPod docking station and laptop compatible safe. Bay windows have been enhanced with a black and ivory striped velveteen plush window seat, allowing guests a comfortable spot to read and relax in their rooms. Each suite is also equipped with a living-room-style sitting area with a three-cushioned sofa.

Newly appointed bathrooms reflect beauty and elegance with chrome fixtures and ivory colored Italian-porcelain tile. While some bathrooms include a shower and pedestal sink inside the bathroom, others contain a bathtub inside while a chic all-glass sink is conveniently located in a cubby next to the bathroom. All bathrooms are furnished with Aveda bath amenities.

Additionally, as a featured amenity, guests of the Mansfield enjoy a Deluxe European breakfast, served complimentary each morning in the M Bar.

### Club Room

Paying homage to turn-of-the-century European libraries, the recently added Club Room serves as a space for guests to relax, read, play in-house games like checkers and cribbage, and help themselves to complimentary espresso, cappuccino and tea. Originally the hotel's parlor, the Club Room now houses a working fireplace; a floor-to-ceiling, fully stocked library; and features authentic appointments with artisan details such as honey-colored mahogany woodwork and marble throughout the room. Within the antique library surroundings of the Club Room, lies a traditional English inspired red telephone booth complete with a frosted glass door, and red pony-hair benches for privacy and cellular phone etiquette.

### M Bar

Just steps off the main lobby is the Mansfield Hotel's own M Bar, a "quintessential" New York venue. Exuding an intimate atmosphere, the M Bar boasts a selection of specialty cocktails and a variety of tasty small plates. Recently heralded by *Time Out New York* as one of New York's "Top 100 Lounges" and rated highly by *Zagat*, the bar is home to cocktails such as Violet's Blueberry Martini, and a light fare menu featuring Crispy Polenta Fries with truffle goat cheese fondue. To add to its hip yet sophisticated ambiance, live jazz entertainment is available three times a week. Creating a sense of place for guests, the M Bar retains its original Beaux-Arts domed skylight, mahogany bookshelves and comfortable lounge seating.

### The Gymnasium

For fitness-minded guests, the Mansfield Hotel has created a fitness center equipped with state-of-the-art, Italian-designed Techno-Gym cardio and weight equipment. A stretching loft is available above the equipment area for use before and after workouts, as well as for yoga and meditation.



#### Location

The Mansfield is located at 12 West 44<sup>th</sup> Street, 212-277-8700, [www.mansfieldhotel.com](http://www.mansfieldhotel.com). The hotel is within walking distance of Fifth Avenue's best shopping, Bryant Park, St. Patrick's Cathedral, Empire State Building, Radio City Music Hall, Grand Central Station, Times Square, Madison Square Garden and Rockefeller Center.

#### Media Contact:

Michelle McLeod / [Michelle@nijpr.com](mailto:Michelle@nijpr.com)  
Nancy J. Friedman Public Relations  
(212) 228-1500