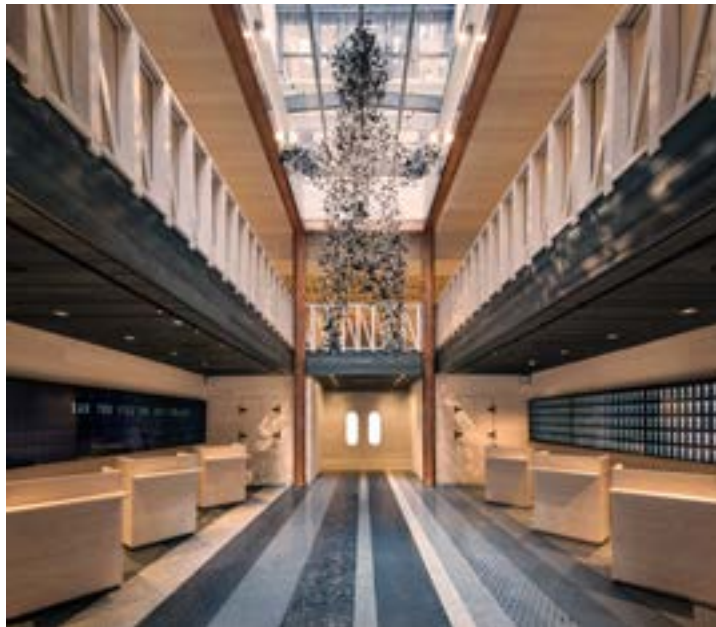


CAN ROCKWELL GROUP AND YABU PUSHELBERG MAKE TIMES SQUARE COOL?

THE TWO CREATIVE FORCES TEAM UP FOR MOXY, MIDTOWN'S NEWEST HOTEL

AYESHA KHAN
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For the New York debut of its hip global hotel brand, [Moxy](#), Marriott chose a building perched right between Times Square and Madison Square Garden that, in a past life, was gentlemen's quarters with common amenities—not a far cry from its latest iteration. The property was converted to its current hotel avatar by renowned hospitality architecture firm Stonehill & Taylor, who sought to preserve the sizable skylit courtyards and handsome façade.



The hotel's atrium and check-in area. Photo: Michael Kleinberg

Famed [Toronto](#)-born design firm [Yabu Pushelberg](#) was faced with the challenge of designing of the property's 612 oddly shaped rooms. True to Moxy's cheeky branding, the smallest of these accommodations, measuring only 120 square feet, is simply known as a "crash pad." But, according to Glenn Pushelberg, this is one instance where size doesn't matter. "Scale in a hotel is a bit of a misnomer; it's really about the ingredients and how you design it," he explains. He adds that the inspiration of the rooms was the idea of "urban camping." That's not hard to see in rooms featuring bunk-bed lofts, toe-to-toe queen-queen beds, and multipurpose, almost campaign-style furniture pieces cleverly hung on hooks. All these design ploys make these spaces more akin to your favorite childhood summer camp digs than the lodgings at generic budget hotels.



A room with both a queen bed and a twin loft. Photo: Michael Kleinberg

Down in the hotel lobby, a series of TV screens mimic clicker boards at a train station and cleverly spell out questions found in iconic song lyrics. "We added elements of familiarity that come from somewhere but are still, in our minds, modern. Familiarity plays to the notion of home and comfort," explains George Yabu. The terrazzo-floored space is presided over by an imposing grizzly bear sculpture by Japanese artist Hirotoishi Sawada and is a tongue-in-cheek reference to urban camping.

The second-floor nerve center, also executed by Yabu Pushelberg, celebrates the ad hoc, versatile, and communal nature of today's hotel lobbies. "To me, this is the way we live today," says Pushelberg. "There is a quiet sophistication that's not sophisticated at all. We are living in a world of high humble," he says, alluding to the wave of smartly designed co-work spaces taking New York by storm. Cozy, versatile nooks deftly curtain off into conference spaces, while a copper-clad central bar and grab-and-go dining activate the space. There's even a DJ booth to take the atmosphere from day to night.



The lobby bar. Photo: Michael Kleinberg

For the three main dining venues in the hotel, [Rockwell Group](#) teamed up with Tao Group to create an array of options. Egghead, located at street level, features bright pops of color and birdcage-inspired light fixtures—cum—condiment shelves. Up a mirror-adorned staircase, patrons are welcomed to Legasea, where glazed green tiles, mirrored ceilings, and custom-designed light fixtures set the scene for some of the best seafood in the city. Designer Shawn Sullivan describes the design of this space as “a working restaurant, not a precious high-end dining experience.” But the true drama happens at Magic Hour, the largest indoor-outdoor rooftop in all of New York. Here, teddy bear-shaped topiaries, balloon-inspired light fixtures, a carousel bar, and a putt-putt golf course create what Sullivan likes to call “a modern twist on the amusement park.” It just may give New Yorkers a reason to visit Times Square.



A “double-double” room makes use of oddly shaped spaces. Photo: Michael Kleinberg

<https://www.architecturaldigest.com/story/can-rockwell-group-yabu-pushelberg-moxy-hotel-times-square>