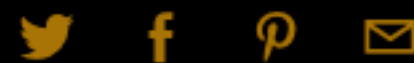


Ritz-Carlton to Expand into New York's NoMad

by ERIN FLORIO
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The global luxury chain will open alongside the Ace by 2021



The world's largest hotel company is opening in New York's boutique hotel neighborhood. **Marriott International** announced that it will open a **Ritz-Carlton** in the NoMad district in 2021.

The 250 rooms and 16 residences will be designed by leading Uruguayan architect Rafael Viñoly with interiors from Yabu Pushelburg, who did the ornate art deco-inspired interiors of New York's **Four Seasons Downtown** in 2016. Located on Broadway and 28th Street, just north of Madison Square Park near the Flatiron district, the \$500 million project will include a rooftop bar, fine-dining restaurant and signature Ritz-Carlton spa.

"We are thrilled to be working with Flag Luxury Group to bring this significant project to the **NoMad** area," Tony Capuano, Executive Vice President and Global Chief Development Officer of Marriott International, which includes Ritz-Carlton, said in a statement of the New York City based developers they're partnering with on the project. "Thanks to buzzing restaurants and bars, unique retail and notable architecture, NoMad has become one of Manhattan's most popular neighborhoods."

NoMad, which stands for North of Madison Square Park, runs horizontally from Sixth Avenue to Lexington Avenue, and from 25th to 29th streets in Manhattan. Historically a musical district, the neighborhood became known as a hot bed of boutique hotels when the New York **Ace** opened in the former Breslin Hotel in 2006. Six years after, Andrew Zabler opened his **NoMad** hotel on 28th street. The Ritz-Carlton New York, NoMad, will be the brand's second New York City property. The first opened in 1911 on Central Park South. 