

# TRUMP SOHO™

## N E W Y O R K

FOR IMMEDIATE RELEASE

**Contacts:** Jay Austin / Lauren Eisele  
 Middleton & Gendron Inc.  
 (212) 284-9939 / (212) 980-9192  
[jaustin@mg-pr.com](mailto:jaustin@mg-pr.com) / [leisele@mg-pr.com](mailto:leisele@mg-pr.com)

Lauren Cason  
 Trump SoHo New York  
 (212) 842-5566  
[lcason@trumphotels.com](mailto:lcason@trumphotels.com)

### TRUMP SOHO™ NEW YORK WILL BRING A NEW PERSPECTIVE ON LUXURY HOTELS TO DOWNTOWN NEW YORK IN EARLY 2010

*Newest Trump® Hotel Collection Property Will Have the Most Two-Bedroom Penthouses in New York; Will Feature Quattro Gastronomica Italiana Restaurant, The Spa at Trump®, Bazaar Cocktail Lounge*

NEW YORK – [Trump® Hotel Collection](#), the next generation of luxury hospitality, has announced that [Trump SoHo™ New York](#), its first hotel in Downtown New York, will open its doors in early 2010. Located at 246 Spring Street in the fashionable SoHo (South of Houston) district, the dramatic, 46-story, 391-room glass tower designed by **Handel Architects** neighbors numerous art galleries and chic boutiques. In addition to unrivaled views of the city's spectacular skyline, the Hudson River, Statue of Liberty and Empire State Building, cutting-edge design by **Rockwell Group**, and spacious suites, Trump SoHo will offer such Trump Hotel Collection hallmarks as world-class dining at **Quattro Gastronomica Italiana**, **The Spa at Trump®** with New York's only luxury hammam, and the signature services of the **Trump Attaché™**.



Trump Hotel Collection, which embodies the vision of **Donald J. Trump** and his three grown children – **Donald Jr.**, **Ivanka** and **Eric** – has been raising the bar on the top-end travel experience with a style of customized service unmatched in the market. Trump SoHo New York will join the flagship **Trump International Hotel & Tower® New York** and sister Trump Hotel Collection properties **Trump International Hotel & Tower® Chicago** and **Trump International Hotel™ Las**

**Vegas**, both of which opened in 2008, as well as **Trump International Hotel™ Waikiki Beach Walk®**, which opened Nov. 16, 2009.

“The opening of Trump SoHo New York will mark a number of firsts not only for Trump Hotel Collection, but for Downtown New York as well,” explained Ivanka Trump, executive vice president of development and acquisitions, The Trump Organization. “Aside from bringing generously sized rooms and top-notch amenities to SoHo, Trump SoHo will be home to the first outpost of the renowned Quattro restaurant in South Beach. We will have more two-bedroom penthouses and more two-bedroom suites than any other hotel in New York. We will have the largest meeting and event space of any hotel in SoHo, including our dazzling top-floor venue, **SoHi**. And you’ll find there’s nothing like The Spa at Trump anywhere in the city.”

“Like all of the properties in the Trump Hotel Collection, Trump SoHo New York will make a bold statement – not just architecturally but with the level of service and the abundance of amenities,” added Jim Petrus, chief operating officer, Trump Hotel Collection. “Trump SoHo New York will be the only Downtown hotel delivering this level of luxury. We have unbeatable penthouses, spacious rooms and suites, a hot restaurant concept, and an incredible spa. I expect Trump SoHo New York to quickly become a favorite among the discerning business and leisure travelers who are attracted to the style and sophistication of our properties.”

### **The Lobby**

With Trump SoHo New York, renowned Rockwell Group has created an experience reminiscent of the grand hotels of the early 20<sup>th</sup> century, but with a modern twist. Reflecting the artistic SoHo environment, the design of the hotel balances materials and finishes that are raw and rich, such as the juxtaposition of bronze with highly finished leather paneling and walnut screens. The overall design emphasizes the verticality of the space, with vertical screen walls and tall, slender columns. The tile treatment and wood grains used throughout enhance this elongation. A palette of chocolate browns and soft blues is employed alongside soft grays and beiges, with touches of gem tones.

Entering the property, guests step through two sets of towering bronze doors, their interiors creating a momentary vestibule of stitched dimensional leather as one moves into the dramatic, two-story conservatory lobby. Four columns covered in rich brown and metallic blue Venetian plaster support ceilings over 22 feet high. Whether day or night, a screen wall along the windows will modulate light and movement from outside on the street to change the mood of the space. Pompeii stone plinths around the columns add elemental intrigue with fire and water features. Jalo Sahara paving stones placed in an irregular pattern accentuate movement and echo the neighborhood’s cobblestone streets, while patchwork hand-tufted wool area rugs will complement the soft blue of the columns.

**The Library**, designed by Rockwell and displaying an array of lavish art and design books by **TASCHEN**, will overlook the lobby through a wall of glass. Its modern fireplace, wine rack and custom cherry-blossom wallpaper will create a subdued, intimate setting perfect for a cup of a coffee, cocktails or light fare.

Adjacent to the hotel, a beautifully landscaped **Urban Plaza** with decorative lighting will extend the length of the block, providing a tranquil setting for relaxation.

### **Elegant Accommodations**

Trump SoHo’s 391 guest accommodations will blend classically inspired interiors with contemporary New York design by Rockwell, while offering extraordinary views of Manhattan. There will be 132 deluxe

one-bedroom suites, 245 deluxe guestrooms ranging from 422 to 905 square feet – many of which can be combined to create over 70 spacious two-bedroom suites – and three one-of-a-kind **Spa Suites**. The top floors will be crowned with 10 spectacular, two-bedroom penthouse suites – more than any other hotel in New York – ranging from 1,194 to 2,331 square feet.

**The Terrace Penthouse** will be a two-bedroom, two-bathroom duplex suite with an expansive terrace granting breathtaking views of Manhattan from the Brooklyn Bridge to the Empire State Building to the Hudson River. Some Penthouses are equipped with Sub-Zero refrigerators, dining tables and other special amenities.

Trump SoHo will be the only hotel in New York with furnishings by **Fendi Casa**, including sofas, chairs, headboards, side tables, and a beautiful bench at the end of the bed. All bedrooms will feature custom-made bedding by **Bellino** along with each guest's preference from the **Trump® Pillow Menu**. Throw pillows by **Aviva** with a eucalyptus motif, along with cashmere throws, will lend subtle accents of blue and gray. Guestrooms have wool carpeting throughout, with a hand-tufted wool rug under the bed for added texture. A millwork hearth unit features a sliding door, built-in lighting and bookshelves.

Each bathroom will feature custom-designed fixtures and hardware, with both a shower with rain showerhead and a separate tub, many with windows offering stunning city views. Vanities wrapped in hand-stitched leather will have countertops of slate-like marble with handpicked Marmara stone from Turkey gracing the walls.

In addition to flat-screen televisions, three dual-line telephones and wireless high-speed Internet access, all guestrooms and suites feature the innovative **Control4® Suite System**. This cutting-edge technology allows the guest to easily control lighting, room temperature, TVs, music and drapes with a single remote, and conserves energy while the guest is out of the room.

### **World-Class Dining by Way of South Beach**



Quattro Gastronomia Italiana is one of Miami's top dining destinations, known for its authentic Northern Italian cuisine and impeccably sourced ingredients, sophisticated design and European-style service. For the New York location of Quattro in Trump SoHo, New York-based **Studio A Design** has outfitted the sleek multi-level space in a palette of emerald green and tan. As in Quattro Miami, black granite, beveled mirrors and buttery leather seating combine to create an elegant yet modern dining experience. Accessible via the lobby as well as a separate entrance, Quattro will seat 190 guests for breakfast, lunch or dinner. A second mezzanine level includes two private dining rooms, and the flexible space is ideal for private and semi-private events.

Created by the team behind South Beach's hottest night spots, **Bazaar** will be the place to see and be seen while enjoying impeccable cocktails and playlists

by renowned DJs. Luxuriously textured wood walls have a split-face finish, with a simple polished dark charcoal concrete floor continuing the raw and rich design elements in this posh lounge designed by Rockwell.

**Bar d'Eau** will open seasonally on the lushly landscaped, 6,000-square-foot **Pool Deck**, located outdoors on the seventh-floor spa level and designed by DiGuiseppe Architect. The blue Italian mosaic-lined pool will feature a cascading waterfall, along with three private cabanas, fountains and Bocce court, offering a relaxing atmosphere by day. At night, Bocce meets bottle service as Bar d'Eau becomes Downtown's hottest new destination – the ideal place to enjoy al fresco cocktails above the city streets.

Miami-based restaurant and hospitality group **KNR** will operate Quattro, Bazaar, Bar d'Eau and The Library. Their accomplished team will also provide in-room dining for Trump SoHo – including in-room chefs in the penthouses upon request – as well as food and beverage for all events, from corporate meetings and cocktail parties to weddings and galas.

### **The Spa at Trump**

The 11,000-square-foot Spa at Trump, located on the seventh and eighth floors, will be home to two separate luxury hammams for men and women, offering traditional services of heat, scrub and relaxation. Designed by DiGuiseppe Architect, The Spa at Trump will have nine private treatment rooms – both indoor and out – and wet rooms, along with secluded outdoor relaxation areas. Hotel guests will enjoy the state-of-the-art fitness center with Technogym equipment. Those seeking the ultimate in relaxation may opt for one of three luxurious Spa Suites on the eighth floor, with their private, connecting couples-sized treatment room.

Every moment of the spa journey caters to the individual guest's desires, expressed through his or her individually selected **Trump® Personal Intention**: Calm, Balance, Purify, Heal or Revitalize. Spa-goers will benefit from the highly personalized services of a **Trump Spa® Attaché**, who will guide them through each step of the experience, from assisting with the selection of a robe, slippers and locker, to preparing infused elixirs and customizing iPod music selections. The Spa at Trump features premier skin and body care brands like **Shiffa**, **Tara** and **Jamu**, and will feature a menu of treatments exclusive to Trump SoHo.

### **Meetings & Events**

With more than 12,000 square feet of elegant meeting and event space that can be customized for any occasion – more than any other hotel in SoHo – Trump SoHo will cater to Downtown's most prestigious functions. The entire third floor is dedicated to five meeting and event spaces, with the flexibility of sub-dividable rooms for simultaneous meetings or large group meetings. The windows feature a unique ceramic frieze treatment for privacy, with retractable panels to darken rooms as needed. The majority of Trump SoHo's meeting rooms have elegant separate pre-function spaces ideal for coffee breaks and pre-dinner cocktail receptions. All of the larger meeting and event spaces can be adapted for banquet, theater, classroom or U-shaped seating.

Overlooking Spring Street, the 2,040-square-foot **Hudson Square** room will showcase the neighborhood through 20-foot, floor-to-ceiling windows. Connected to Hudson Square, the 1,289-square-foot, covered **Spring Terrace** will overlook the landscaped Urban Plaza and invite everyone to enjoy a cocktail in the night air year 'round. At 3,900 square feet, the **SoHo Ballroom**, the only Downtown luxury ballroom with

floor-to-ceiling windows, can accommodate up to 400 guests. It can be divided into two smaller spaces, **SoHo One** and **SoHo Two**, accommodating 175 and 200 guests, respectively.

Meanwhile, on the top floor, the 1,800-square-foot, Handel-designed SoHi will be one of the ultimate event spaces in Manhattan, with unparalleled views of the city, the Hudson River, and The Statue of Liberty through its 15-foot, floor-to-ceiling windows.

A full array of business services and equipment will support the hotel's event capabilities, including 100% wireless Internet and mobile telephone coverage throughout the hotel for all major carriers – with a total of 100MB of customizable bandwidth allocation, more than any other hotel in New York City – and the latest audiovisual technology, including videoconferencing and high-definition televisions.

### **Additional Services**

A signature of the Trump Hotel Collection, the Trump Attaché exists to provide uncompromising, 24-hour service upon request, from personal shopping and preparation of personalized business cards and stationery, to arranging for laundry and dry cleaning. The Attaché will meticulously record each guest's preferences and maintain a detailed guest history to ensure that no stay feels like the first and no request needs repeating.

In addition, the **Trump® Kids** program extends all the luxury and pampering of a stay at Trump SoHo to the hotel's younger guests. Special Trump Kids services and amenities include a kids' in-room dining menu; kid and teen Spa treatments; a **Trump® Kids Attaché**; nanny services; and kids' furniture, books, games and in-room movies.

### **About Trump® Hotel Collection**

Launched in October 2007, [Trump Hotel Collection](#) is the next generation of luxury hospitality – one that is raising the bar in the top-tier travel experience with a level of customized service unrivaled in the market today. Presided over by internationally renowned developer Donald J. Trump and his three grown children – Donald Jr., Ivanka and Eric – the prestigious portfolio includes the highly acclaimed Trump International Hotel & Tower® New York, Trump International Hotel & Tower® Chicago and Trump International Hotel™ Las Vegas. Trump International Hotel™ Waikiki Beach Walk® joined Trump Hotel Collection on Nov. 16, 2009 and will be followed by Trump SoHo™ New York in early 2010. Additional hotel projects are under development around the globe, including Toronto, Panama, Dubai, Cap Cana, Scotland and New Orleans. Trump Hotel Collection is headquartered at Trump Tower, 725 Fifth Avenue, New York, NY 10022.

### **About KNR**

KNR and its partners – Karim Masri, Nicola Siervo, Nicola Schon and Rony Seikaly – specialize in restaurant, nightlife and hospitality projects. The company collectively creates, owns and manages properties in Miami and New York City. KNR Restaurant Group is comprised of restaurants Quattro Gastronomia Italiana and Sosta Pizzeria in Miami, and the upcoming Quattro Gastronomia Italiana in New York City. The group will oversee all food and beverage operations, in-room dining and special events for Trump SoHo™ New York, opening in early 2010. KNR Food Concepts includes the recently opened restaurant Soleá at the new W Hotel South Beach in Miami. The group is also involved in the

development and operation of food and beverage for the W Living Room, WET pool service, in-room dining and special events at W South Beach, as well as the property's nightlife destination Wall.

Trump SoHo New York is being developed through a joint venture among an affiliate of The Trump Organization, The Sapir Organization and Bayrock Group LLC. More information about Trump SoHo New York is available online at [www.trumpsohohotel.com](http://www.trumpsohohotel.com).

For information on owning a Hotel [Condominium](#) in Trump SoHo New York, please call (212) 965-0008.

- # # # -