



Spring Forward

Time Nyack grows from the remnants of an abandoned warehouse

By **KATHERINE KLAHN**

Artists, musicians and intellectuals call Nyack, NY, home. Though the small up-state village, less than 20 miles from the edges of Manhattan, is no Mayberry, it's a destination known for its music scene and a combination of laid-back and luxury. When WY Management hired Glen Coben, founder of Glen & Co., to create the interior public and private spaces for The Time Nyack hotel Coben found inspiration in the bohemian, modern and eclectic nature of the area, and aimed to incorporate the feel of Nyack into the design.

"There's a great dining scene and a great art scene. And, it's so close to Manhattan," said Coben of the location of the 133-key hotel.

Nyack's influence on the design of the hotel is especially evident in the space's function as a destination for locals. Coben said: "Our inspiration was to create a hotel and series of spaces within the hotel that would feel comfortable for the local community to go in and gather, but also become somewhat of a destination. We looked to appeal to both of those."

The space's prior use was music-centric; its new design as a hotel also brings a musical element.

"The space was so unique in that it was formerly an abandoned warehouse where bands would play and [radio station] 107.9 The Pig would even stream it live on-air," said Michael Yanko, principal at WY Management. "Needless to say, we wanted to preserve this organic tie to music. We are partnering with Live Nation to make Time Nyack a venue for its performers."

The four-story, boutique hotel was originally built as an office space. Coben described the project as "a cross between a new-build and a renovation. It was an existing building that was taken back down to just the structure of the original building and then we added up," he explained.

While a mix of both, Coben said the timeline for the project was more in line with new-construction; he worked on it for more than two years. Part of the renovation included raising the floors so that the Hudson River can be viewed from the second, third and fourth floors of the building. Before, only the roof would provide such views.

For the guestrooms, Coben said he was thoughtful in his use of functional yet stylish and comfortable furniture, and the placement of color and texture.

For instance, he noted, the beds and area rugs beneath them provide a creatively designed, yet practical space where guests can sleep. "The bed

floats a bit and has a little under-light," he said. "We wanted the bed to feel as if it were levitating."

The headboard has lighting behind it that offers a soft glow up the wall. The design of the bed also highlights the custom-made Persian-inspired area rugs underneath. "We worked very carefully on the design of that," Coben said of the rugs. "We thought it would be fun to create an area rug that didn't have just straight edges."

He continued, "If you look at the scalloped edge, it's integral to the design of the rug. We also snuck in a couple of skulls into the pattern of the area rug. They don't hit you the minute you walk into the room but, when you do see them, they are hard to avoid."

The design aimed to embrace the eclectic feel of an artist loft or a studio apartment, noted Coben.

Other elements of the guestroom design include a zebra-print desk chair. Coben describes the design as "not your typical ergonomic desk chair," since it has no wheels on the bottom. "We just wanted to have a little bit of whimsy in each of these pieces," he said.

The drapery also has elements of whimsy, featuring an ombre pattern—dark on the bottom and much lighter on the top. "It's a beautiful blue tone," said Coben. The ceiling is comprised of exposed metal ducts, painted in a metallic color.

Suites in the hotel are two rooms, comprised of a sitting room and bedroom. The sitting room offers additional custom furniture. Coben went with a chesterfield-style sofa and a side table made from tree stumps that were glazed with metallic gilding for a chic design.

In the public spaces, the flooring is concrete that has been stained and sealed, and an industrial-chic aesthetic is featured, with exposed brick, ceilings and ductwork.

In the lobby, one statement piece is an 8-ft.-long sconce made out of feathers. "It's a very eclectic design. It meshes the essence of the Time hotel brand and the Nyack bohemian feeling," he said.

In the creation of the design, Yanko and Coben both saw the Village of Nyack as a backdrop that could not be ignored, but instead should be enhanced and even catered to.

"Nyack needed event space," Coben said. He and his team created a large multipurpose room. "Ballroom doesn't quite fit it because it doesn't look like a ballroom," he added.

Going back to Nyack's musical roots, the space was originally going to be a recording studio. "They were going to put in a recording studio and radio station," Coben explained. "What remained is an event room that related, from a design standpoint, to the rest of the lobby."

Coben said that they matched the function of the necessity for musical and acoustic space to a more neutral design scheme. "To market an event space, you want to keep it rather neutral," he said. "One wall, for instance, is an entire dark blue drape. It's great for acoustics yet it's neutral enough."

Using industrial-chic as a backdrop, additions to the event space include a darkly painted exposed ceiling and 50 hanging pendant light fixtures.

Yanko said making sure the architectural requirements and design mandates were accounted for challenged him. He said, "Countless challenges are a part of this business, but you find a way. All eyes were on us because we were really the first developers to bring this kind of luxury to Nyack," he said.



Time Nyack

LOCATION Nyack, NY
OWNER/OPERATOR VYINC
MANAGEMENT COMPANY VYINC
ARCHITECT Environetics
INTERIOR DESIGNER Glen & Co.
PURCHASING FIRM McCloskey Purchasing Group
KEY SUPPLIERS **Lighting:** Expressive Lighting
Carpet/flooring: Architectural Systems Inc.; Nourison Hospitality **Bedding/linens:** Frette
Wallcoverings: Koroseal **Fabrics/textiles:** Swaville Hospitality; Valley Forge Fabrics **Bath fixtures:** Grohe **Desk chairs:** ISA International



Check out our video montage at video.hotelbusinessdesign.com