

GLEN COBEN IN THE NEWS

TRYP New York makes Times Square debut

The adaptive reuse of a prewar office tower into North America's first TRYP by Wyndham hotel called the TRYP New York Times Square South debuted in August, giving guests and the Times Square neighborhood a warm welcome to the select-service brand's Mediterranean style, cosmopolitan flair and social sensibility. Taking a cue from its Spanish roots, the 173-room TRYP property, owned by Eros Management Realty, LLC, features an open layout in both public spaces and guestrooms, much like its European counterparts. The light, sun-drenched design scheme combines both traditional and modern elements, while also infusing quirky details that are truly New York.

"TRYP was raised in Spain and we created a design reminiscent of the area, with light, open, airy spaces washed in sun-drenched colors," says Glen Coben, president of Glen & Company of New York, the firm responsible for designing the property's guestrooms and public spaces.

Guests are sure to notice the European influence immediately, as Coben designed the grand lobby of the hotel as a "plaza" with the bar placed in the center of the space instead of off to one side against the wall. Called the Plaza Central, the lobby is crowned with a Spanish-influenced barrel vaulted ceiling meant to evoke the dynamic of a European plaza. A mix of styles and materials including off-white mosaic floors, contemporary lighting and neutral wood tones lend a casual, open feel. On the plaza's perimeter are a variety of eclectic "lounges" spaces designed to act as a social hub for small gatherings, furnished with sleek, light-toned contemporary seating juxtaposed by reclaimed wood on the floors and antique brick walls. "It reinforces a type of social experience more often associated with European hotels," Coben says.

Ronica Sharma, manager at Eros Management and Realty LLC, which owns the hotel, expects the lobby to not only be a meeting place for guests, but also for those in the local area. "The lobby is a key component of the TRYP experience here. A tremendous amount of activity and space for social gathering has been dedicated to the lobby. Our intention is for guests and local members of the community alike to gather," she says.



Guestrooms at the TRYP New York express the same type of casual urban feel found in the public spaces. Noticeably different, however, than most guestrooms in Manhattan, Coben decided to execute two distinct moves: providing solid surface floors in antique white oak, and painting the ceilings Mediterranean blue. In fact, none of the 173 guestrooms have wall-to-wall carpet. They are light and bright, featuring off-white simulated grass cloth on the walls and the bedding, which is accented by a whimsical blue "graffiti" type pattern. Decorative screens composed of wrought iron detail in a sea blue "further attest to the Mediterranean influence," notes Coben. Off-white furnishings and area rugs punctuated with red and gold splashes complete the rooms' glow.

"The rooms have a fresh, light feel to them," Coben says, noting that it was a challenge to create a unique design with a European flair on a budget in New York. In fact, Coben designed several types of rooms at the TRYP New York, including fitness rooms, media rooms and family rooms—another nod to the brand's European heritage. Family rooms are spacious and outfitted with a large bed for parents and bunk beds for kids—to allow for larger groups to stay together in one space instead of having to get adjoining rooms.

"We did not want to resemble a hotel prototype," says Sharma. "We strongly believe there isn't an existing hotel in New York City that is comparable."

