

# THE ARCHITECTS NEWSPAPER

## NEWS

05.07.2010

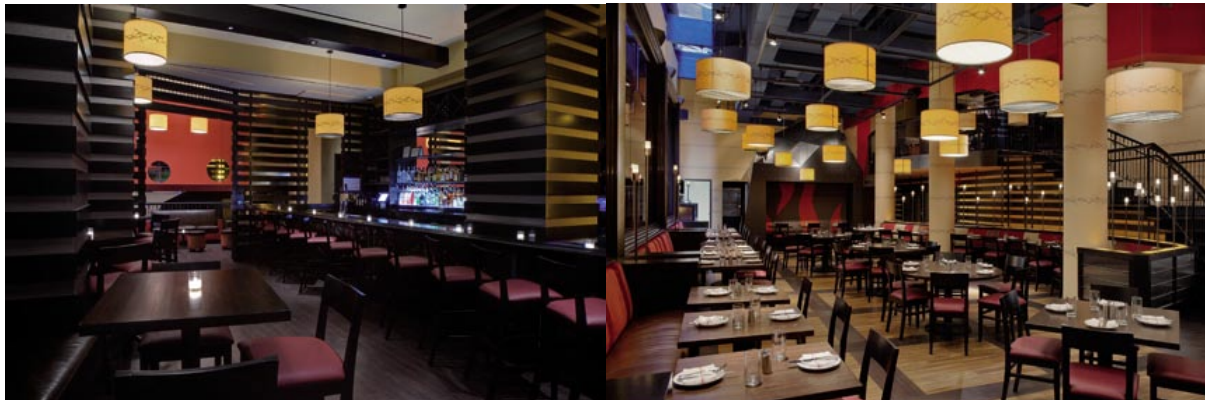
Rebecka Gordan

Fashion 26 by Glen & Company



**Fashion 26**  
**152 West 26th Street**  
**Tel: 212-858-5888**  
**Designer: Glen & Company**

At the well-heeled crossroads of the Garment District and Chelsea, a new hotel has opened its doors for traveling fashionistas. Aiming to capture the “simple, uncluttered spirit” of early 20th-century tailoring, **designers at New York-based Glen & Company** drew inspiration from the textures they found in labels like Ralph Lauren and Brooks Brothers. Past the entrance, a series of horizontal mirrors reflect vibrant 26th Street, while the wooden front desk is inspired by a cutting-room table (its legs recall old sewing machines) and floor tiles borrow weaves from classic couture. Continuing the fashion theme is artist Devorah Sperber’s tapestry, comprised of 1,632 spools of thread. Amid all this haberdashery, a modish accessory can be found overhead in the lobby’s lighting scheme. Containing a series of LEDs that feature every color in the RGB spectrum, the ceiling fixtures are themed according to the changing moods of the day. The hotel’s 23-story glass-and-brick tower, designed by Peter Poon Architects, includes the sharp-dressed lobby and 280 guestrooms, along with a new restaurant and rooftop bar for upscale burger destination Rare.



THE LOBBY BAR

