

STONEHILL & TAYLOR

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THE NOMAD BAR REVIVES THE HISTORIC TIN PAN ALLEY

New York, July 2014 – The NoMad Hotel has opened a new bar in an adjacent building on 28th Street between Broadway and 5th Avenue. New York hospitality design firm, Stonehill & Taylor, in collaboration with The NoMad Hotel owner Sydell Group, was responsible for the architecture and interior design of the new space.

Established by the group behind some of New York's most notable food establishments, including Eleven Madison Park and The NoMad Restaurant, the bar is accessed through an entrance from within the hotel's popular Elephant Bar as well its own street entrance located on 28th.

The two-level bar is designed as a seamless extension of the hotel, yet operates as its own distinct destination in the flourishing neighborhood. When purchased, the façade was almost unrecognizable from its original, late 19th century design. The new exterior reverses time on the building, honoring its history in the delicate restoration. A wood-paneled façade creates a welcoming feel, pulling guests into the space. A bay window taken from the building's original design is reintroduced, exposing the space's mezzanine level to the street.

The interior design of the space draws influences from the The NoMad Hotel's French-inspired interiors. Subtle nods to the hotel include the use of marble mosaic floors, rich textures, a deeply warm color palette, and Persian rugs.

Guests enter the bar through a corridor lined with glass. Peek-a-boo openings offer glimpses of the action within. A serpentine drink rail, illuminated with signature light sconces, faces expansive windows overlooking 28th street.

The main bar rises up 20 ft., featuring a large arch backed by antique mirror and flanked by custom millwork. The copper and wood bar counter, herringbone wood flooring, and wood paneled ceiling and walls – almost entirely in mahogany – envelope the space, creating a world of warmth, exclusivity, and mystique. Green accents are used on banquettes to create a lush pop of color, contrasting against an otherwise dark palette.

The mezzanine level, with tables overlooking the bar, allows for an intimate setting where guests can easily see and be seen.

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The artwork was inspired by The NoMad Hotel's neighborhood, showing a destination in transition. All the photography was captured by a local photographer, MacKenzie Rollins, within two blocks of the neighborhood. A gallery-like hallway exhibiting her works lead to intricately designed bathrooms. There, sitting on industrial piping, trough sinks are hand carved out of verde marble, alongside carefully picked tiles and sconces.

About Stonehill & Taylor

Stonehill & Taylor is an architecture and interior design firm based in New York City. With primary specialization in hospitality, healthcare, research and academic institutions, the firm uses a collaborative approach to produce unique design stories. The firm's successful projects range from interior design to architecture, new building construction, historic preservation and renovations, including: The Ace Hotel, NoMad Hotel, Crosby Street Hotel, Hilton New York, Novotel Times Square and Refinery Hotel. Stonehill & Taylor is at the forefront of sustainable design, developing projects that are responsible and conscious of their impact on local communities and the world. The firm designed the first LEED Gold hotel in New York, The Crosby Street Hotel, another with The NoMad and was responsible for the most recent renovation of Hyatt Regency Minneapolis using locally-made goods. For more information about the company, visit: www.stonehilltaylor.com