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RADICAL UK-BASED HOTEL CONCEPT BRINGS AFFORDABLE LUXURY TO NEW YORK

In June 2011 YOTEL, the radical hotel concept from the UK, will open its first city center location in New York. YOTEL New York at Times Square West, located on West 42nd Street and 10th Avenue in the vibrant theatre district of Manhattan, will feature over 669 stylish cabins. This will be the brand's first property outside of its current international airport locations, and was designed in collaboration between Rockwell Group and Softroom. This U.S. flagship location will boast a broader array of rooms than the other YOTEL properties – besides the standard Premium Cabins, YOTEL New York will have 19 First Class Cabins and 3 VIP Cabin Suites, many with private terraces, jacuzzis and rotating beds with unparalleled views of the Manhattan skyline. The larger footprint will also allow close to 18,000 square feet of transformable, accessible public space, including a lounge and bar with DJ booth, restaurant, gym, studio space for events and cinema screenings, and 7,000 square foot outdoor terrace, the largest of any hotel in New York City.

The History of YOTEL

YO! Founder Simon Woodroffe and YOTEL CEO Gerard Greene created the innovative cabins found at YOTEL as a nod to the sleek, modern design of first class airline cabins. "We're all about fun, excitement and innovative design," said Simon Woodroffe. "YOTEL is the perfect fit for New York because it has the right mix of energy, affordability and modern design to please the nearly 50 million people who visit New York City every year."

The Transformability of DESIGN

To design its New York flagship location, YOTEL came to Rockwell Group, renowned for projects like the JetBlue terminal at JFK Airport, Broadway theatre sets including "Catch Me If You Can" and hospitality destinations around the world to collaborate with the UK-

based design firm Softroom, most famous for their work with Virgin Atlantic Airways on both the Upper Class Clubhouse at Heathrow Airport and the Upper-Class cabins on board their trans-Atlantic flights. The directive was to transfer the efficiency, flexibility and forward-thinking technology of their London and Amsterdam airport YOTEL properties into an innovative, hip, affordable, urban hotel. The overall design concept was to create spaces that can be easily transformed depending on how the space is being used, and an environment that would appeal to the on-the-go world traveller who is coming to New York for a short visit and wants to stay at a tech-savvy, vibrant hotel.

“Designing an environment that is transformable from the second you enter a space immediately creates a unique, modern experience for the guest,” said David Rockwell, founder and CEO of Rockwell Group. “By focusing our design for the brand’s first U.S. flagship on the concept of convertibility of space, we were able to bring a dynamic experience to travellers and New Yorkers alike.”

“A key design challenge with YOTEL New York has been to develop a personality that strikes the right balance between efficiency and warmth” explains Softroom Director Oliver Salway, “This is not another designer ‘boutique’ hotel - it’s more like product design on a giant scale than architecture or decorating. Every detail contributes towards the comfort and convenience of the guest, while at the same time being elegant and emotionally appealing”.

The highlights of the design at YOTEL New York include:

- 669 guest cabins that provide the same maximum efficiency and cutting edge technology of the rest of the hotel on a more compact scale (170 square feet), with a bed that transforms into a space-saving lounging position at the touch of a button, a Techno Wall that houses a flat screen TV and storage components, and a sleek, modern bathroom wrapped in glass
- Nineteen First cabin suites, some with private outdoor terraces and jacuzzis, three VIP two cabin suites are equipped with rotating beds to maximize the unparalleled views of the Manhattan skyline, three-sided cube-like fireplaces, a billiard table and wrap around terraces.
- Dimensional pre-cast concrete surfacing lit with LEDs on YOTEL New York’s façade, based on the YOTEL lozenge logo
- A streamlined and futuristic lobby with a warm oak canopy covering the central feature of the space, YOBOT, a theatrically-lit robotic baggage drop-off machine whose inner workings are exposed to create a mechanical performance for the guests as it loads and stores their belongings.
- 19,000 square feet of “transformable” public space on the fourth floor, which houses the entirety of YOTEL New York’s indoor and outdoor public spaces for guests to lounge or conduct business during the day, and to socialize, drink or dine at night.

- A comfortable Club Lounge, complete with glass-enclosed Club Cabins, ideal for meetings and parties, equipped with giant flat screen televisions and leather banquettes.
- Dohyo, a 110-seat restaurant created in the size and scope of a traditional Japanese Sumo wrestling ring, with a hydraulic-controlled floor that can be raised and lowered to create a chill-out platform or performance stage when it is not being used for dining.
- Studiyo, a venue created not only for Dohyo spillover, but also as a fully flexible space within the hotel that can be used for anything from film screenings to yoga classes, and even has a combo boardroom table/billiards table to maximize the ways that the space can be used.
- The most coveted feature, the 7,000 square foot Terrace, the largest outdoor space in a Manhattan hotel, landscaped with bamboo trees, and boasting private covered cabanas and a separate VIP area.

About YOTEL

YOTEL was created by YO! founder Simon Woodroffe and YOTEL CEO Gerard Greene. The idea was conceived by Simon after he was upgraded to first class on a flight. He decided to translate the language of luxury airline travel and Japanese capsule hotels into a small but luxurious cabin. YOTEL launched as a revolutionary hotel concept in the summer of 2007, with its first location inside London's Gatwick South terminal. In December 2007, the brand opened its second airport location inside London's Heathrow Airport Terminal 4, followed by its third location in the airside transit area at Schiphol Airport, Amsterdam in September of 2008. Supported by IFA Hotels and Resorts, YOTEL's CEO, Gerard Greene, leads an experienced executive team bringing together expertise from the hotel, travel and leisure industries across the private and public sectors. www.yotel.com

About Rockwell Group

Rockwell Group is an award winning, cross-disciplinary 140-person architecture and design firm specializing in cultural, hospitality, retail, product, and set design. Based in New York, with a satellite office in Madrid, the firm crafts a unique narrative and an immersive environment for each project. Rockwell's interest in theater has informed much of the firm's work, including: W Hotel New York, Union Square, Paris-Opéra and Vieques; the Cosmopolitan in Las Vegas; Maialino at the Gramercy Park Hotel; Adour Alain Ducasse at The St. Regis New York; the central Marketplace of the JetBlue terminal at John F. Kennedy International Airport; set design for the 2009 and 2010 Academy Awards ceremonies; Roundhouse at Beacon Falls; Canyon Ranch Miami Beach; the Kodak Theatre, Los Angeles; Nobu restaurants worldwide; set design for Broadway's "Hairspray," the Elinor Bunin-Munroe Film Center at Lincoln Center; and the Imagination Playground initiative. In May 2010 David Rockwell was inducted into the James Beard Foundation Who's Who of Food & Beverage in America. He was also honored with the 2009 Pratt Institute Legends Award, and the 2008 National Design Award for Interior Design from Smithsonian's Cooper-Hewitt.

About Softroom

For over 15 years, award-winning London-based architects Softroom have developed a reputation for design excellence and creative innovation. Softroom have worked on a wide spectrum of projects for clients including The British Museum, Sony, Westfield malls and the

BBC. Softroom have worked as creative consultants to Yotel for several years, while their \$18-million Clubhouse for Virgin Atlantic at Heathrow Airport has been repeatedly voted 'the best airline lounge in the world'. www.softroom.com