



The Alex Hotel



THE ALEX HOTEL IS A 33-STORY TOWER featuring 203 guest rooms and suites outfitted by designer David Rockwell, each with custom-designed furniture, original artwork, a fully equipped kitchen (in suites), and an array of high-tech amenities, including a DVD player, high-speed Internet access, and a flat-screen television in every bedroom, living room, and bathroom.

Positioned in midtown Manhattan with direct access to prime business, shopping, and entertainment areas, the property (www.thealexhotel.com) houses business and fitness centers for visitors eager to stay in shape during their stay. Diners will appreciate award-winning chef Riccardo Traslavina's Hamptons' style organic American cuisine at Riingo, a stylish, upbeat restaurant and bar, which also provides The Alex's full room service and private dining menus.

Guests seeking the top of the line experience at The Alex can request the \$3,500 per night, 1,100-square-foot Penthouse. Situated atop the hotel, it is laid out like a two-bedroom, two bathroom furnished apartment offering exceptional views of Chrysler Building and of New York's Fourth of July fireworks over the East River from a wraparound terrace that can accommodate up to 50 people. Exquisite amenities including Frederic Fekkai bath products and luxurious Frette linens, as well as access to 32-inch Sharp Aquos televisions in the living room and bedrooms, and 15-inch flat-screen TVs in both bathrooms.

The suite's Poggenpohl kitchen comes fully equipped for entertaining or for enjoying a light meal, including a fully stocked Sub-Zero refrigerator, Miele dishwasher, Gaggenau stovetop, and a fast cooking GE Advantium oven with a built-in microwave. The Alex's Executive Chef Riccardo Traslavina can arrange private in-room dinner parties and groceries can be delivered from the adjacent Amish Market.

Guests may connect the Penthouse with an additional one-bedroom suite for an extra \$700 per night or rent the entire 33rd floor – including the Penthouse, two one-bedroom suites, and a studio suite – for \$6,000 per night. ●



Clockwise from upper right: Penthouse private terrace; bedroom; living room; dining room; view of the Chrysler Building from the private terrace