

An Artistic, Residential Hub Just Right for the Modern Professional

Affinia 50, located in the heart of New York City's sophisticated Midtown neighborhood (on 50th Street at Lexington Avenue), is currently undergoing a top-to-bottom renovation that is scheduled for completion in November 2013. The renovation encompasses the entire Midtown Manhattan boutique hotel: all guest rooms and suites, as well as all public spaces, including the lobby, popular second floor Club Room and corridors. The hotel has remained fully operational during the renovation process.



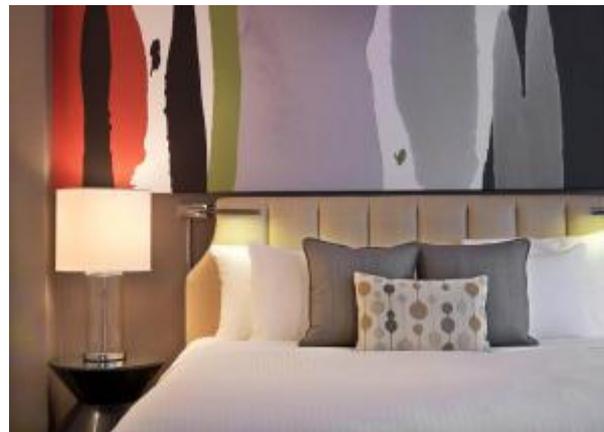
Affinia 50's \$18 - \$20 million transformation pays homage to its surroundings, capturing the energy and evolution of the neighborhood and incorporating all the comforts of home. The boutique hotel's overall design will offer more of an open layout, created to reflect a chic, city-smart space where guests can balance business with leisure. This will be the first renovation for the property in ten years.

As part of the new overall direction for the NYC hotel, Affinia 50 will look to forge outside partnerships to enhance the guest experience. Recently, Affinia 50 launched a collaboration with FreshDirect, offering guests ready-to-make meals delivered to the hotel, and NakedWines.com, an online community



that supports independent winemakers, to host the hotel's nightly wine hour. Re-imagined by celebrated architect Nobutaka Ashihara and international interior design firm [Dawson Design Associates](#), the property's approachable yet modern environment will be achieved through textures, rich woods and classic lines - all of which underlies the Affinia 50 boutique hotel experience.

"The new Affinia 50 will be a space where guests can enjoy facilities and hotel amenities designed for the well-seasoned traveler - whether in town for business or pleasure," said Brian Gehlich, Affinia 50's general manager. "The completely renovated property includes curated elements that evoke a sense of familiarity, chic, modern and locally inspired in its design. We want the hotel to be a welcome haven for guests to feel right at home."



Stepping away from the frenetic Midtown energy, guests will immediately feel at ease upon entering the NYC boutique hotel. The lobby will feature a city-chic color palate of black, grey, white and pops of red juxtaposed against the welcoming tones of statement furniture created by rich woods.

To further enhance the feeling of "being at home," Dawson Design Associates has worked to curate a collection of artwork, all in varying mediums, by local New York

artists. The property will showcase the work of Montserrat Daubon and Pedro Villalta (sculpture and painting), Lindsey Wilner (street inspired abstract art), David Smith (blown glass), John Platt (paintings) and Wayne Takenaka (photography). The collection is designed to evoke the sense of being in a familiar place, such as a friend's living room.

Guestrooms

Affinia 50 will have 251 beautifully redesigned NYC hotel guest rooms, 41 of which have been added during the renovation, including 100 rooms with kitchens and 19 with private terraces with Manhattan skyline views. The oversized guest rooms are approachable and carefully designed with flexibility to meet the needs and requirements for all guests - whether for the business or leisure traveler. Guest rooms offer wireless high-speed Internet, cable TV with web browser, in-room safe (laptop compatible), dry cleaning / laundry services, signature Affinia Beds, choice of Affinia Dream Pillows and bath amenities by Comfort Zone, the exclusive Italian skincare line.

The Midtown Manhattan hotel's new design creates a space for guests to feel as though they are staying in a stylized city apartment complete with cozy touches such as book ends and throw pillows as well as thought-provoking, New York City-based photography, and carefully selected artwork in each room.

Club Room

The redesign of Affinia 50's ever-popular Club Room will incorporate striking new access through the lobby by way of a sweeping, stainless steel-and-stone staircase. The space - exclusive to guests for socializing, relaxing, or taking advantage of complimentary Wi-Fi - will be adorned in gleaming hard woods and lush carpets. Several distinct sections make the living room-like space ideal for



small groups to gather for a Manhattan private reception event. Guests enjoying getting together by the fireplace in the Club Room's Den, can enjoy a glass of wine from hotel partner NakedWines.com during nightly Affinia 50 hosted wine hours (5:00p.m.-6:00p.m.), or with a cup of hot tea or coffee, served all day. The Club Room can accommodate.

