

# NOMAD

LOS ANGELES

## NOMAD LOS ANGELES

Located on the corner of 7th and Olive Street in Downtown L.A. NoMad Los Angeles, created by the Sydell Group, continues the spirit of the New York flagship by taking residence in a historic landmark, Giannini Place. Formerly known as the original Bank of Italy, NoMad Los Angeles features 241 rooms, a casually elegant restaurant and bar, an all day, Italian-inspired café and a rooftop pool with a café and bar that offers sweeping views of the city and the Downtown Los Angeles skyline. Award-winning Chef Daniel Humm and Restaurateur Will Guidara of New York's Eleven Madison Park provide all food and beverage, offering a refined, yet approachable menu complemented by a distinguished wine and cocktail list. It is the culinary duo's first project outside of New York.

Designed by French architect and designer Jacques Garcia, each of the 241 rooms at NoMad Los Angeles look to Italy for inspiration – a nod to the building's storied beginning. NoMad Los Angeles is the designer's first project in the city. The guest rooms' color palette is drawn from the property's fully restored gold and blue Italianate ceiling located in the lobby. Each room is appointed with custom designed furnishings and original artwork from Paris / New York-based design studio be-poles, with many also featuring freestanding pedestal bathtubs. Much of the building's Neoclassical style, such as its Doric columns, ornate golden ceiling, and marble floors, have been preserved and incorporated into the new design. The original vault that once housed 12,000 safety deposit boxes and 50-ton door have been kept intact alongside the coffered ceiling and square pilaster columns topped with Corinthian Capitals located in the lobby and restaurant areas.

In the midst of a cultural renaissance, Downtown Los Angeles provides some of the city's most interesting dining, shopping and entertainment, all within walking distance from NoMad Los Angeles. It is conveniently situated providing easy access to Hollywood and Santa Monica.

## FEATURES

- Food & Beverage program by Chef Daniel Humm & Restaurateur Will Guidara
- Interior Design by Jacques Garcia
- Art Program curation by be-poles
- 241 Guest Rooms
- Rooftop pool and gathering space
- Freestanding pedestal bathtubs and separate water closets in many rooms
- Large flat screen LCD HD televisions
- All rooms with one king bed
- Exclusive collection of bath amenities by Argan
- Custom linens and bedding by Bellino
- Down comforters and pillows
- In-room safe, hand steamer, hair dryer, and luggage rack
- Fully stocked minibar
- /THE LAB/, a contemporary art gallery & boutique in collaboration with Please Do Not Enter
- 10,000 square feet of meeting and event space
- Starting Rate: \$315 + tax

## SERVICES & AMENITIES

- 24-Hour Room Service
- Complimentary high-speed wireless internet access available throughout the hotel

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- Nightly Turndown Service
- Daily Newspaper Delivery
- Concierge Services provided by the Front Desk
- Multi-lingual Staff
- Bell Staff Services
- Valet Parking
- Laundry Service
- LEED Certified / Conservation Program
- Fitness Room

## DINING

Chef Daniel Humm and Restaurateur Will Guidara of Make It Nice (Eleven Madison Park, NoMad NY, Made Nice), along with Executive Chef Chris Flint (EMP, NoMad NY) and general manager Ramzi Budayr (NoMad NY) oversee the food & beverage throughout the property, showcased in multiple distinct and inviting spaces.

### ***The Coffee Bar***

Located at the east end of the lobby, the Coffee Bar is modeled after the iconic 300-year-old Caffè Florian in Venice, Italy. In the morning, Executive Pastry Chef Mark Welker offers a variety of pastries to pair with coffee, which can be enjoyed inside at standing tables or to-go. Menu items such as sandwiches and salads are available for a convenient lunch.

*Coffee Bar: 6:30am to 3:30pm, daily*

### ***The Restaurant***

Located on the ground floor, The Restaurant is an inviting space for all-day dining. Breakfast features dishes such as Chickpea Fritters with fried egg and a duck Sausage, Egg and Cheese Sandwich, while lunch spotlights accessible, elegant fare such as the Chicken Milanese and Smoked Eggplant Lasagnette. For dinner, a selection of seasonal spreads and bites for the table to share is followed by New American dishes such as Kanpachi Crudo, Kombu-poached Rock Cod and the acclaimed Roast Chicken for Two during dinner. Brunch, offered on the weekends, includes a breakfast Burrito with suckling pig and an array of craft Bloody Marys by Bar Director Leo Robitschek. Appointed in richly textured fabrics, the low-lit Parlour is located west of The Restaurant and available for à la carte dining as well as large groups. An eclectic literary collection, as well as taxidermy by award-winning, downtown LA-based taxidermist Allis Markham, serves as a backdrop for the space.

*Breakfast: 7am to 10:30am, weekdays; Brunch: 8am to 3pm, weekends; Lunch: 12pm to 2pm, weekdays; Dinner: 5:30pm to 9:30pm, Sunday – Monday; 5:30pm to 10pm, Tuesday through Thursday; 5:30pm to 10:30pm, Friday – Saturday*

### ***Giannini Bar***

Adjacent to The Restaurant, the Giannini Bar is named after Bank of Italy Founder Amadeo Giannini, who originally commissioned the building for his corporate headquarters. The seasonal bar program features a wide selection of classic and signature cocktails crafted by Bar Director Leo Robitschek that are reflective of the downtown setting and rhythm of the local markets. Robitschek also directs the beverage program at NoMad Bar in New York, which this year was ranked #3 on the World's 50 Best Bars list and #1 in North America.



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Hours: 12pm to 12am, Monday through Wednesday; 12pm to 1am, Thursday - Friday; 11am - 1am, Saturday; 11am-12am, Sunday

## **Rooftop**

The striking rooftop features an outdoor lounge and cocktail bar with light bites and beverages for hotel guests to dine and drink poolside. In addition to sweeping views of the city, the rooftop also features eye-catching artwork and details including a replica of the main sculpture found in the iconic Il Parco di Mostri – “Park of Monsters,” a 16<sup>th</sup>-century monumental complex located in northern Lazio in Italy.

*Pool Access: 8am - 8pm, daily; Breakfast: 8am - 10:30am, Monday through Friday; 9am - 3pm, Saturday - Sunday; Bar Food: 12pm-8pm, Sunday through Thursday; 12pm-10pm, Friday - Saturday; Bar Hours: 12pm - 10pm, Sunday through Wednesday; 12pm - 11pm, Thursday; 12pm - 12am, Saturday - Sunday*

## **MEETINGS & EVENTS**

- 10,000 square feet of unique indoor/outdoor meeting, event and private dining spaces
- Catering menus designed by Daniel Humm, Will Guidara and Chris Flint
- Turn-key event planning
- State-of-the-art audiovisual equipment

## **RETAIL**

Imagined by French Art Collectors Emmanuel Renoird and Nicolas Libert, the two Founders of concept store Please Do Not Enter, /THE LAB/ is a creative platform bringing together an exhibition space, featuring exclusive contemporary art and design collections, and a whimsically curated hotel gift shop. Each month /THE LAB/ will feature a different artist exhibition, carefully selected by the Founders of Please Do Not Enter. Each show is unique and exclusive to /THE LAB/. Located on the ground floor of the hotel, /THE LAB/ opens Monday to Saturday (12pm - 8pm).

## **COLLABORATIONS**

### ***Sydell Group***

A partnership between Ron Burkle and Andrew Zabler, Sydell Group is the creator and manager of unique hotels deeply rooted in their location and architecture. Sydell's core expertise is an ability to collaborate with original talent within the world of design, food & beverage, and retail, and bring them together in the creation of compelling new hotels that engage the communities around them. Sydell Group's diverse portfolio of award-winning properties include NoMad New York and Los Angeles; LINE LA and DC; Freehand Miami, Chicago, Los Angeles, and New York; and The Ned, London; as well as upcoming openings in Las Vegas and Austin.

### ***Daniel Humm and Will Guidara***

Chef Daniel Humm and Restaurateur Will Guidara are the owners of Make It Nice, a hospitality group that currently includes Eleven Madison Park, NoMad New York, NoMad Los Angeles, and Made Nice in New York City. Over the course of their tenure together, Eleven Madison Park has received numerous accolades, including four stars from The New York Times, seven James Beard Foundation Awards (including Outstanding Chef, Outstanding Service, and Outstanding Restaurant in America), three Michelin Stars, and holds the #4 spot on the list of the World's 50 Best Restaurants. In 2012, they opened The NoMad in New York which has garnered three stars from The New York Times, one Michelin Star, and a James Beard Foundation Award. In 2014, they opened The NoMad Bar which has earned a top spot on The World's Best Bar list and in April

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2017 they opened their fast casual counter-service restaurant, Made Nice. Following the opening of NoMad Los Angeles in January 2018, their culinary footprint expands with the opening of NoMad Las Vegas in fall 2018.

## **Jacques Garcia**

French interior designer Jacques Garcia possesses a truly unique style, mixing 17th- and 18th-century references with modern influences to create a timeless interpretation of French elegance. From being an interior decorator for clients such as the Sultan of Brunei, to his high-profile re-creation of an 18th-century tea house for Ladurée on the Champs Elysées; and the design of the always relevant Hôtel Costes, his design is timeless. Jacques Garcia has renovated private and public spaces around the world, including many hotels in Paris. For NoMad Los Angeles, he draws classic inspiration from the iconic Italianate building while looking to the California coast for contemporary style.

## **be-poles and Portraits de Villes**

Like NoMad New York, NoMad Los Angeles's art program was developed and curated by New York-based design studio be-poles and draws inspiration from the building's architecture and references both the building's Californian and Italian roots. While NoMad New York celebrates its Parisian and Beaux-Arts heritage with photography and ephemera through a vintage lens, NoMad Los Angeles uses a more modern style of photography to capture its worldly vision. Staying true to the NoMad brand, as articulated in a genuine style, both the brand identity and the art program work in tandem to express a consistent narrative at various points of contact throughout the property, communicating to guests a cohesive story of a beautiful journey through time and space. be-poles mission for the NoMad Los Angeles art program is to allow the guests to explore contemporary visions of the world and of a city in ways that go beyond conventional tourist attractions and clichés. Each artist selected shares a unique point of view of their world that reveals a life unlike what we see in today's popular magazines and on television. To achieve this, vintage artworks have been sourced from antique stores throughout the globe and combined with various collections from *Portraits de Villes* as well as original photographs and illustrations from commissioned artists. As a result, each guest room's art is unique, displayed in a harmonious yet unexpected composition, providing a personal and residential touch. be-poles previously worked with the Sydell Group to create the NoMad's global brand identity and art program in New York. Recent clients include Eleven Madison Park, Made Nice, The Surf Club Four Seasons Miami Beach, Park MGM, La Maison Plisson, L'Hôtel Les Roches Rouges, L'Hôtel Le Pigalle, Merci, Roseanna, Ginette NY, Cyril Lignac's chocolaterie and pâtisseries.



## **Jono Pandolfi**

Jono Pandolfi is a product designer and ceramist who creates custom tabletop pieces and utensils for restaurants and hotels and has developed dinnerware and tabletop collections for some of the country's most recognizable brands and retailers. After collaborating with Daniel Humm and Will Guidara on several projects at Eleven Madison Park, Jono teamed up with Humm and Guidara again to create a collection of custom dinnerware for NoMad.

## **Please Do Not Enter**

Please Do Not Enter is a one-of-a-kind curated store in the heart of Downtown Los Angeles and LA's shopping mecca Melrose. This unique space features an eclectic array of exclusive timeless contemporary pieces, including contemporary art, design, high fashion, and luxury accessories. Each piece are carefully selected and curated, most pieces are unique or part of small editions. Being contemporary art and design collectors themselves, the two French founders, Nicolas Libert and Emmanuel Renoird, have amassed an important collection as well as an outdoor sculpture garden on the grounds of their unique country home in Normandy, France. Libert and Renoird extend their passion as art patrons to Please Do Not Enter, viewing it as a supportive platform for

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contemporary creation, and as a conduit through which to sponsor and produce outdoor installations and commissioned works for special projects, including recent Los Angeles projects, Projection by Vincent Lamouroux, Collaboration with Fox Studios for American Horror Story featuring Gaga or Eat The River by Frederick Gautier.



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