

project: citizenM Hotel New York Times Square
client: citizenM, Voorschoten (NL)
BCRE, New York

architectural and interior design: concrete
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project Location:
address: 218 West 50th Street, New York
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project Information:
project team concrete: Rob Wagemans, Erikjan Vermeulen, Maarten de Geus, Eva Stekelenburg, Cindy Wouters, Sander Vredeveld, Michael Woodford, Jurjen van Hulzen, Jesse Nolte
styling: Bricks, Amsterdam, NL
artwork exterior: 'come one come all' by Jen Lui
artwork interior: 'people walking' by Julian Opie
graphic design: KesselsKramer, Amsterdam, NL
lobby + mezzanine floor area: 4.500 sq ft // 420 sq m nett
roof top bar area: 830 sq ft // 77 sq m nett
gym area: 530 sq ft // 49 sq m nett
room floor area: 150 sq ft // 14 sq m
total floor area: 83,300 sq ft // 7,740 sq m gross
number of rooms: 230
start design: 2010
opening: April 2014
photographer: Adrian Gaut

advisors:
executive architect on the building: Montroy Anderson DeMarco, New York
structural: DeSimone, New York
MEP: Bendix engineering, New York

contractors:
main contractor: Flintlock construction services, New York
shopfitter public spaces: Roord Binnenbouw, Amsterdam, NL
shopfitter rooms: Polcom, Chojnice Poland
loose furniture: Vitra, Basel Switzerland
LED lighting: TDE, Diemen, NL

SHORT STORY

The **concrete** designed citizenM hotel is making its debut in the United States with its first skyscraper in the heart of New York City on Times Square. An Amsterdam based hotel chain, citizenM is bringing affordable luxury to all mobile citizens, as it opened its doors on 10 April, 2014.

citizenM Times Square offers New York 230 of its signature guest rooms, stacked on top of a vibrant living room plaza, a double height space which combines the NY-vibe with a home away from home feel. This citizenM features a striking artwork in the heart of the living room by Julian Opie as well as a rooftop bar. The dynamic living room and rooftop bar form the social heart of citizenM. Open and inviting to both guests and locals to have a drink, work or just rest and be inspired by the art.

The concept of citizenM is to give the mobile citizens of the world 'more for less' and cut out all hidden costs, remove all unnecessary items in order to provide guests with a luxury experience at an affordable price. The hotel counts 230 rooms of 150 square feet (approx. 14 m²). The design is founded on the belief that a great bed and a rain shower is all you need during a city or business trip.

THE LOCATION

citizenM has arrived on West 50th Street, in the middle of the theatre district, just off the corner of Broadway, and only three blocks north of Times Square. The world-famous brightly illuminated area, with its colourful history, houses a 24/7 bustling dynamic city life that citizenM builds on. Catching the light of the bright surrounding buildings and signs, citizenM is sure to catch the eyes of New York City locals and visitors alike. The 22-story, black slim building is clearly visible from the Broadway corner.

THE ARCHITECTURE

The building: The building is formed naturally by stacking the individual guestrooms on top of each other, creating a tower with a series of large bedroom windows. Elevating citizenM's bedroom tower two floors up from the ground made it possible to extend the street life of the surrounding neighbourhood into the building. Combined with the setback of the tower from the street, it creates a small plaza. The citizenM living room plaza on the ground floor, and the bar on the rooftop, are designed as recognisable glass volumes that are almost carved out of the mass to accentuate the distinctive social function they have within the hotel. The entrance plaza is covered by a canopy that reaches over the sidewalk and emphasises the connection with life on the street.

A small volume is placed on the ground floor perpendicular to the tower and extends from the street inwards. It marks the entrance plaza, with a small terrace on top and an attractive library clearly visible from the street. Further inside, all the back of house functions and connections to the lift core are organised to one side of the building to create the double height, open floor, communal entrance space, or living room plaza. To ensure that the living room plaza actually functions as a public square, a signature floor-to-ceiling (double height) cabinet connects the street life on the entrance plaza with the urban oasis of the courtyard in the back.

On top of the building the rooftop bar and terrace emerges as a glass volume positioned under the cantilevered bulkhead. The transparent facade and continuous floor and ceiling cladding link the interior with the exterior. Plants, lanterns and sofas give it a sense of a green pocket park in the sky: an urban oasis to escape the hustle and bustle of the city.

#reference conceptual drawings building, see press kit.

The artwork: As in all citizenM hotels, art plays an important role; approaching the building one sees a large artwork called 'come one come all' on the facade, created by artist Jen Lui. A piece of art that refers to the historical context of Times Square.

The use of facade materials is restrained and consists of a black aluminium cladding, stucco and a series of identical bedroom windows. The windows have the width of a bed and show the rooms, individually illuminated depending on the mood of the guest. The double height ground floor, rooftop bar and artwork are more expressive, bright and dynamic, emphasising the importance of citizenM's communal life and connection with art.

THE INTERIOR // PUBLIC SPACES

GROUND FLOOR: THE LIVING ROOM PLAZA

You enter citizenM Times Square, located on 50th Street, by walking underneath a sidewalk covering canopy with large light shades that guide you through the signature red glazed entrance vestibule. The living room plaza that welcomes you serves as a communal hybrid and culturally expressive space that connects all local & mobile citizens. With daylight from the front and the courtyard in the back it is a welcoming, active and bright space. It houses all the functions: eating, meeting, working and playing, including canteenM and the Mendo bookstore. The floor to ceiling cabinet that runs all the way from front to back characterises the space. The cabinet is filled to inspire: books to grab and browse through, great pieces of contemporary art, and items related to New York. The living room plaza is divided in smaller seating areas, and created in cooperation with Vitra, using its furniture collection.

The artwork: The most striking feature is the bespoke artwork in the middle of the space by artist Julian Opie; walking people are carved out the granite cladding of the elevator core and filled with gold leaf. The artwork also divides the space in two: the double height living room area and the lower adjacent area with canteenM under the mezzanine floor.

In front of the artwork an iconic sofa has been designed as the centrepiece of the space; reflecting the hybrid or multifunctional qualities of modern mobile travellers by offering an environment that is suitable for work, play, socialising or relaxation.

The check-in: After passing the check-in desk with four self-check-in terminals, you'll find a small shop, integrated into the large cabinet, with cool magazines, newspapers, citizenM products and all necessary items that you need but tend to forget while travelling. One of the citizenM ambassadors is always present to guide guests through the check-in procedure in as little as 30 seconds.

The mezzanine: Under the mezzanine, clearly visible from the street and with its own small entrance of the plaza, a more intimate space is created. A large red coffee table forms the centre of this space with a variety of seats around it, situated in front of the window overlooking 50th Street. Niches with bookshelves form a shop for Mendo Bookstore, a small version of the famous bookstore in Amsterdam (designed by **concrete**). Great books on art, photography and culture are not only for sale, but also available to inspire; a perfect place to read a newspaper, check out a cool book and have a great cup of coffee.

canteenM: The island bar is located near the courtyard and plays an important role within the public area. The bar is adjacent to a semi-open kitchen, which offers freshly baked products throughout the day, as well as salads, sushi and sandwiches. The ambassadors are trained as professional baristas and bartenders, and are thus able to make a great cup of coffee or cocktail. Beside the bar and bakery and next to the courtyard, there are different seating areas to enable people to meet, eat, drink or read a newspaper.

The courtyard: The public area continues into an outside courtyard. A green patio walled with a retained brickwork wall that continues into the canteenM to once again link the exterior to the interior. The courtyard is covered with lanterns, forming an intimate terrace that serves as an outdoor living space.

The mezzanine: The mezzanine floor gives a great view onto the living room floor. This area is somewhat withdrawn from the vibrant living room area to offer an environment for people to work. In addition to the free WiFi in citizenM for both guests and visitors, Apple computers and a printer can be used free of charge. On both sides of the building the mezzanine floor continues into an outside terrace. At the front it creates an intimate space under the canopy while overlooking the corner towards Broadway, while in the back the terrace forms a continuation of the courtyard one floor below.

TOP FLOOR: THE GYM & ROOFTOP BAR

The gym: On the 19th floor you'll find the gym. A space characterised by a maple gym floor with classic sports field stripes on the floor and wall. The adjacent terrace has a yoga platform, a gymnastic mat and, of course, a bird hotel on a tree trunk.

The roof top bar: citizenM Times Square offers guests a New York rooftop experience on the top of the building. A small roof top bar and terrace are created as a pocket park on the roof: an urban oasis to escape the hustle of the city. The wooden ceiling with hanging lanterns, the cabinets filled with plants, the tree-trunk bar, the green sofas, the picnic tables,

a cosy fireplace and not the mention a moose-head make it the perfect retreat to have a drink, enjoy the sunset and overlook all the dynamics below.

THE INTERIOR // PRIVATE SPACES

The room: The underlying philosophy of citizenM has always been affordable luxury for the people. All the guest rooms are equipped with an amazing bed and a great shower. The room is controlled with a tablet mood pad. The tablet allows guests to dim or colour the lights, close the curtains, cool the room and watch television, all through one device. To make life even easier, every room is equipped with a small desk with sockets to charge all mobile devices whatever the plugs' origin. Guests can personalise their room to feel even more at home by choosing a piece of art in the digital art frame, or change the colour of the lights.

The bed: The wall-to-wall bed is situated in front of the window. With its 2.2 x 2.0m (7,2 by 6,6 ft) it is larger than many five-star hotel beds and big enough to lay down in any direction. The bed linen and pillows are white and create a lounge area to watch TV on the flat LCD screen or the chosen art on the art screen. The night tables on both sides of the bed contain plisse-shaded lamps. One of the tables is designed in such a way that it can also be used as a desk. Underneath the bed is a huge drawer to store suitcases or other personal belongings. Sockets next to the bed make it possible to connect a laptop or telephone.

The bathroom: To create maximum space, the bathroom element is placed separately in the room. The wet room, which contains a rain and hand shower and the toilet, is a semi-circular cabin situated on one side of the room. The wet room is constructed from frosted glass to create lightness yet ensure a sense of privacy. The translucent ceiling lights can be set in any colour and function as a signature element in the room. As we believe that doing your make up or brush your teeth is a social action and has got nothing to do with going to the toilet, the vanity is placed outside of the bathroom. The vanity table includes a make-up mirror with lighting and storage space, and a floor-to-ceiling mirror beside it. The mini-bar is built into the vanity as well.

Lighting: To create a theatrical atmosphere, the room features various adjustable light sources, including LED strips highlighting the sheer and blackout curtains in the window, LED ceiling spots above the bed and living area, LED lights in the make-up mirror, plisse shaded bed lamps and, of course, the typical RGB LED lights above the translucent ceiling that offer the opportunity to light the room in any colour.

Mood pad: An electronic mood pad with touch-screen allows guests to control the entire room, adjusting the mood of the room to their choice. Guests can choose from a total of six pre-programmed moods (such as 'romance', 'business' and 'surprise me') and six pre-programmed functional light-settings (such as 'work', 'shower' and 'read'). Video content and audio adjust to the chosen mood to create the perfect atmosphere. The mood pad also controls the sheer curtain, blackout curtain, climate and television. The citizenM card system remembers all personal settings and reproduces them at a next visit.

GENERAL INFORMATION

citizenM is a Dutch hotel group that opened its first hotel at Schiphol Airport in 2008, followed by Amsterdam City in 2009, citizenM Glasgow in 2010, citizenM London Bankside in 2012 and citizenM Rotterdam in 2013. Times Square is the sixth hotel to open and will be the first in North America.

citizenM wants to expand by building over 20 additional hotels over the coming years. citizenM Charles de Gaulle Paris is the next to open in May 2014. The development of three more hotels in London, and one in New York is currently in progress. A collaboration with the Hong Kong based Artyzen Hospitality Group will help citizenM expand in Southeast Asia in the years to come.

concrete co-created the concept of citizenM as of the earliest beginnings in 2005 as a holistic plan, which has set the boundaries for every creative process in all disciplines involved. As for the CitizenM Times Square project **concrete** itself is responsible for the architecture, landscape and interior design.

THE PHILOSOPHY

“To all travellers long and short haul.
To the weary, the wise and the bleary eyed.
To the suits, weekenders, fashion baggers and affair-havers.
To the explorers, adventurers and dreamers.
To all locals of the world from Amsterdam, Boston and Cairo to Zagreb.
To all who travel the world with wide eyes and big hearts.
To all who are independent yet united in a desire for positive travelling.
To those who are smarter than a dolphin with a university degree and realise you can have luxury for not too much cash.
To those who need a good bed, a cold drink and big fluffy towels.
To all who are mobile citizens of the world.
citizenM welcomes you all.”

FACTS & MATERIALS PUBLIC SPACES: Floor - Wall - Ceiling - Lighting - Furniture

Lobby / first floor and mezzanine

- floor: 1 - Honed granite tiles in running bond pattern.
 2 - Black carpet on mezzanine
 3 - Thermal granite pavers in running bond pattern on the exterior
- wall: 1 - Granite elevator core cladding with golden artwork by Julian Opie
 2 - Cabinets made of black film-faced plywood
 3 - Black stained oak cladding
- ceiling: 1 - Plasterwork painted white (RAL 9010)
 2 - Plasterwork painted black (RAL 9005) above the bar / canteenM
- bespoke furniture: 1 - Iconic sofa, black leather upholstery
 2 - Cabinets made of black film-faced plywood
 3 - Oak covered bar with granite bar top
 4 - Stainless steel kitchen display with granite worktop
 5 - Red spray painted coffee table
 6 - Oak black painted giant mirror
 7 - Black stained oak check-in table
 8 - Bamboo canteen tables with blackened steel base
 9 - White marble tables with stainless steel base
 10 - Bamboo work tables with blackened steel base on the mezzanine
 11 - Bamboo balustrade tables on the mezzanine
 12 - Mirrors with stainless steel frame on the mezzanine
 13 - Big stainless steel flowerpots in the courtyard
- lighting : 1 - Check-in desk, Dear Ingo, Moooi
 2 - Living room, bubble lamps, Modernica
 3 - Pressed glass, Tom Dixon
 4 - Grashopper, Gubi
 5 - Cone light large, Tom Dixon
 6 - Beat lamps. Tom Dixon
 7 - Tube pendant, Karboxx
 8 - Recessed LED downlights, TDE Diemen
 9 - Bespoke angle poise lights on iconic sofa, design Concrete, manufactured by Roord Amsterdam
 10 - Bespoke stainless steel lanterns, design Concrete, manufactured by Roord Amsterdam
 11 - Bespoke courtyard lanterns, design Concrete, manufactured by Frandsen Danmark
- loose furniture: 1 - Polder sofa, monopod, prouve RAW, Vitra
 2 - Suita sofa and ottoman, grande repos, Vitra
 3 - Standard Prouve, Vitra
 4 - Tabouret haut, Vitra
 5 - La Chaise, Vitra
 6 - Déjà vu, magis
 7 - Luxembourg, Fermob on the exterior
 8 - Frame, Very wood
 9 - Hal chairs, Vitra
 10 - Meda chairs, Vitra
 11 - SKA office chair, Vitra
 12 - Red painted picnic table on the exterior
- carpets: Desso, Van Besouw , Danskina, Moooi

FACTS & MATERIALS PUBLIC SPACES: Floor - Wall - Ceiling - Lighting - Furniture

Gymfloor + terrace / 20th floor

- floor: 1 - Maple gym floor with classic sports field stripes
2 - Moso bamboo terrace floor / sundeck
3 - Artificial grass / lawn
- wall: 1 - Maple gym floor with classic sports field stripes
2 - Mirror walls
- ceiling: 1 - Plasterwork painted white (RAL 9010)
- bespoke furniture: 1 - Exterior yoga platform and gymnastic mat
2 - Bird hotel: tree trunk with 8 steel bird houses
- lighting 1 - Recessed LED downlights, TDE Diemen NL
2 - Illuminated planters, Rotoluxe

Roof top bar and terrace / 21th floor

- floor: 1 - Honed granite tiles in running bond pattern.
2 - Thermal granite pavers in running bond pattern on the exterior
- wall: 1 - Oak cladding / IPE on the exterior
2 - Cabinets made of black film-faced plywood
3 - Clear mirror wall
- ceiling: 1 - Oak cladding / IPE on the exterior
- bespoke furniture: 1 - Green upholstered sofas
2 - Cabinets made of black film-faced plywood
3 - Stainless steel covered bar with cross cut tree trunk top
4 - Bar tables, stainless steel frame with cross cut tree trunk top
5 - Black coated steel side tables.
- lighting: 1 - Recessed LED downlights, TDE Diemen
2 - Bespoke lanterns, design Concrete, manufactured by Frandsen Denmark
- loose furniture: 1 - Déjà vu bar stools
5 - Red painted picnic tables

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FACTS & MATERIALS ROOMS: Floor - Wall - Ceiling - Lighting - Furniture

Corridor typical floor

floor: 1 - Printed carpet, design Concrete, manufactured by Desso NL

wall: 1 - White painted plasterwork
2 - black wallpaper.

ceiling 1 - Black accessible ceiling

lighting: 1 - LED downlights, TDE

Bedrooms

floor: 1 - Zebrano HPL
2 - White composite (in bathroom)

wall: 1 - Hauki vinyl wall paper, Vescom
2 - Frosted glass (in bathroom)

ceiling 1 - White HPL
2 - Zebrano HPL
3 - Frosted glass (in bathroom)

lighting: 1 - LED cove lighting
2 - RGB LED lighting in bathroom ceiling
3 - Adjustable LED spots
4 - LED downlights
5 - Bespoke desk light, design Concrete

loose furniture: 1 - Desk, bespoke piece
2 - Poof, bespoke piece
3 - Eames DAL chair, Vitra