



Dream Downtown

Hotel Overview:	Extraordinary in design and unique in character, Dream Downtown signals an exciting and imaginative new concept in full-service luxury travel. Situated in New York's most exciting destination, on the border of the charming Chelsea neighborhood and thriving Meatpacking District, Dream Downtown represents a reinvigoration of the Dream brand, pairing chic-cool influences with modern elegance, all while maintaining Vikram Chatwal Hotels' trademark combination of cosmopolitan glamour, whimsical design and top-standard service. Following a multi-million dollar renovation of an iconic Albert Ledner building, Dream Downtown's modernist façade houses loft-inspired guestrooms and suites, a landscaped outdoor terrace with heated pool, innovative concept dining by Dr. Miguel Sánchez Romera, a lobby restaurant & lounge operated by Strategic Hospitality, a beach club and an expansive destination rooftop lounge offering dramatic views of the resplendent New York City skyline.
Contact Information:	355 West 16 th Street New York, NY 10011 Tel: 1.800.336.4110 www.dreamdowntown.com
Key Dates:	Opening late spring 2011
Principals:	General Manager – Michael Lindenbaum Founder & Visionary – Vikram Chatwal Brand Director – Brendan McNamara Architect – Handel Architects F&B Operators – Strategic Hospitality
Guest Rooms:	316 expansive loft-inspired guestrooms, including 16 suites – seven of which are pool terrace suites with direct access to the second-floor pool and beach club cabanas – and 2 duplex suites with outdoor hot tubs
Room Rates:	Room rates begin at U.S. \$395 per night, based on double occupancy.

Guest Room Amenities:

- Plush feather beds and goose down pillows
- Samsung LED TVs with Internet Protocol solution and Media Hub
- Wireless, multi-line telephones with voicemail and date line
- Integrated Room Automation System
- Tivoli alarm clock radios with iPod connection
- Fully stocked private bars
- In-room safes that can accommodate laptops
- Recessed audio speakers in guest room bathrooms
- Custom hair care and body products by Etro
- Twice daily housekeeping service and choice of daily newspaper

Hotel Amenities:

- Concierge desk
- Lobby lounge & restaurant
- Modern ballroom for events, conferences and meetings
- Destination rooftop lounge & beach club
- Landscaped outdoor terrace featuring heated pool with a translucent bottom visible from the lobby lounge
- Private screening room & presentation lounge
- 65-seat fine dining experience by Dr. Miguel Sánchez Romera
- State-of-the-art fitness center
- Modern massage treatment rooms
- Property-wide WiFi available
- 24-hour room service
- Express check-in/check-out
- On-site retail, sundries shops & shopping space

Restaurants & Bars:

MSR: A 65-seat high-concept restaurant featuring innovative cuisine by Dr. Miguel Sánchez Romera, a highly acclaimed neurologist-chef. MSR houses rooms for private dining and its own greenhouse, ensuring organic and fresh ingredients.

Lobby Restaurant, Lobby Bar, Rooftop Bar and Lounge, Pool Restaurant and Bar, In-Room Dining: On-property food & beverage, bars, lounges and nightlife will be operated by Strategic Hospitality, the innovative team behind hot spots Marquee Las Vegas, Avenue, Lavo and Tao.

Points of Interest:

With a prime location on 16th and 17th streets just east of 9th Avenue, Dream Downtown offers guests unparalleled access to Manhattan's best shops and boutiques, dining and nightlife, including: the High Line park, Chelsea Market, the Apple Store, Bumble and Bumble hair salon, Jeffrey New York, Diane Von Furstenberg, Yigal Azrouël, Avenue and Barney's Co-Op.

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About Dream:

Dream, the brainchild of hotelier Vikram Chatwal, is informed by a design philosophy that is contemporary, daring, at times surreal and always chic. Properties are highlighted by whimsical public spaces that mimic dream sequences and serene accommodations lit to lull the guest to sleep. Cosmopolitan yet comfortable, luxurious without being fussy, Dream hotels are remarkable for their genuine connection to the distinctive character of each locale, from New York's Thriving theater district to the colorful soi of Bangkok. *Expect the expansion of Dream to be hastened by the recent license agreement which grants rights to Wyndham Hotel Group to globally franchise the brand.*

About Vikram Chatwal Hotels:

Vikram Chatwal Hotels is an international collection of upscale hotels in coveted locations around the globe – from progressive New York lifestyle properties to an alluring Bangkok retreat. Each address shares a connection to the atmosphere and energy of its city, combining intuitive high design, world-class service, unique food and beverage offerings and modern accommodations to offer guests something to look forward to at the end of their journey. www.DreamINTL.com | www.VikramChatwalHotels.com

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