

Creativity, Style, And Sophistication

An Interview with Michael Achenbaum, President and Founder, and Sean Largotta, Co-Owner, Gansevoort Hotel Group

EDITORS' NOTE Michael Achenbaum, President and Founder of Gansevoort Hotel Group (GHG), is credited with helping to galvanize Manhattan's Meatpacking District with his first hospitality venture in 2004: the iconic Gansevoort Meatpacking Hotel. Achenbaum is also co-founder and partner of the exclusive private membership club, Seven24 Collective, currently located in New York City's vibrant Meatpacking District, and soon expanding to a 150-acre property in Hudson Valley, including a luxury countryside retreat focused on refined hospitality and state-of-the-art wellness offerings. Achenbaum's skill for identifying and revitalizing up and coming neighborhoods does not stop with New York. Achenbaum successfully developed and launched the Curtain Hotel and Members' Club in Shoreditch, London before selling the property in 2020. Since then, his original project, Gansevoort Meatpacking, has undergone a top-to-bottom renovation, bringing the property to the forefront of luxury stays in New York City and once again breathing new life into the neighborhood. Works from Achenbaum's personal art collection can be found throughout the hotel, lending his personal touch to the property. Achenbaum involves himself in every detail of his properties, from working with neighboring retail and restaurant partners to lending his eye to the interior design process. An active part of the Meatpacking District community, Achenbaum is also a board member of the BID, the neighborhood's business and development association. Since 1999, Achenbaum has developed over \$1 billion in property. Prior to entering into hospitality, Achenbaum helmed a career in finance, holding positions at Bear Stearns and Nomura Securities. Achenbaum graduated with a degree in history from the University of Michigan, where he founded the George Mitchell/Archie Wilkins Scholarship providing financial assistance to local students in the Big Siblings program, and he also obtained master's degrees in law and business from New York University.

Sean Largotta is co-founder and partner of Seven24 Collective. He is also a co-owner of the Gansevoort Hotel Group, including restaurants Le Coin, Saisbin, and Gansevoort Rooftop. He played a key role in recapitalizing Gansevoort Meatpacking in 2022 with his capital partner, Cedar Capital Partners. Largotta's recent ventures include the Hotel Hugo, a luxury boutique hotel in Soho, New York. As one of the Managing Partners, he was instrumental



Michael Achenbaum



Sean Largotta

in establishing the brand's structure and positioning. Prior to this, Largotta was a part of the ownership and operating team of The Curtain in London before leading the sale of the iconic establishment for \$124 million in 2018. After a long and successful career on Wall Street, Largotta entered the hospitality business in 2009 by taking over The Raleigh Hotel, a South Beach, Miami landmark. He was a key figure in the management team responsible for restoring the iconic 105-room art deco hotel to its former glory. The hotel became popular among

celebrities such as Calvin Klein, Clive Davis, Madonna, and many others. After its redevelopment, The Raleigh was sold for \$56 million in 2012. As a successful restaurateur, Largotta's other notable restaurants include Lion, Crown, and Bill's in New York and London.

COMPANY BRIEFS Gansevoort Hotel Group (gansevoorthotelgroup.com) delivers hotels that marry the best of the local neighborhood with prominent art, design, technology, and local heritage as well as the brand's legacy. Gansevoort properties aspire to enhance the guest experience through innovative technologies and modern wellness amenities that suit the personal needs of every traveler. Gansevoort Hotels are both rooted in hospitality traditions and welcoming of industry evolutions.

At Seven24 Collective (seven24collective.com), style, sophistication, and community coalesce. Nestled in the heart of New York's iconic Meatpacking District, its memberships are at the forefront of emerging technology, fashion, and culture. Featuring world-class amenities, Seven24 Collective provides a private and luxurious environment to connect, entertain, work, dine, and relax.



Bowling lanes at Seven24 Collective



Gansevoort Meatpacking NYC exterior

Will you provide an overview of Gansevoort Meatpacking NYC and how the property is positioned in the market?

In 2024, Gansevoort celebrated our 20th anniversary in the Meatpacking District. For two decades, the hotel has been instrumental in shaping the neighborhood's reputation as a luxury destination that seamlessly blends creativity, style, and sophistication. We recently wrapped up a \$40 million renovation to our 186-room property, offering guests a new, elevated experience that embodies the cultural renaissance of the neighborhood.

In January 2024 we also launched a private members-only club inside Gansevoort called Seven24 Collective, which guests currently have access to during the duration of their stay. These members-only spaces include a '70s-inspired speakeasy with retro bowling and karaoke, as well as exclusive co-working spaces for meetings, networking, and more. These exceptional features are part of a larger vision that redefines the New York City hotel experience.

A stay at Gansevoort places you at the heart of it all, offering design-forward accommodations, personalized service, and easy access to

downtown New York. The hotel is just steps away from The Whitney Museum of American Art, Little Island, the High Line, Chelsea Market, top-tier restaurants, world-class luxury shopping, art galleries and more, offering visitors an opportunity to immerse themselves in the city's vibrant social and cultural scene.

Gansevoort offers a seamless blend of best-in-class service, quiet luxury, and urban vibrancy, featuring loft-inspired guest rooms with stunning city or waterfront views. Renowned for our year-round, heated rooftop pool, a rare and unforgettable amenity with sweeping views of Downtown New York City, the hotel provides an elevated experience that sets it apart.

Adding to its appeal, the hotel is situated on Gansevoort Plaza, reminiscent of Parisian elegance, surrounded by charming cobblestone streets, landmarked architecture, al fresco dining, and proximity to the water. This blend of sophistication and energy has created one of Manhattan's most enticing and picturesque neighborhoods, ensuring an unforgettable stay for every guest.

Will you highlight Gansevoort Meatpacking NYC's suite product?

The Gansevoort Suites are a 475-square foot apartment-style suite, where comfort and style seamlessly blend to create an apartment-like oasis. This thoughtfully designed suite features a living room, bedroom and spacious bathroom. Guests can soak in the city from the two step-out Juliet balconies as they overlook views of the Meatpacking District. There are eleven of these suites on property.

The expansive Manhattan Suites start at 550-square feet, complete with a spacious bedroom, comfortable living room, and 1.5 beautifully appointed bathrooms. The master bathroom features both a steam shower and relaxing bathtub. Guests can step outside on the Juliet balcony and enjoy breathtaking views of the city skyline. There are ten of these suites on property.

The Poliform Penthouse is the crown jewel of Gansevoort Meatpacking's luxury accommodations. Designed exclusively by Poliform, the 1,700-square-foot duplex is constructed for a comfortable stay, whether short- or long-term, and built to entertain. The duplex plays gallery for original works from renowned artists Frank Stella, Adi Oren, Daniel Mazzone, and Mick Rock. Poliform tapped into their network of international designers to collaborate on the products, and each element is shoppable should a guest decide they can't live without one of the pieces. Striking 20-foot floor-to-ceiling windows greet guests upon entering the Poliform Penthouse, showcasing unbeatable views of the Hudson River. The first floor serves as a communal space, anchored by a Mondrian sofa and a striking coffee table made of rare African St. Laurent stone with orange lashes of color. A floor-to-ceiling fireplace balances the room, flanked by dramatic bookcases on either side. Throughout the space, dark wood finishes and slate floors lend to an overall luxurious aesthetic. The suite is designed exclusively with Poliform furniture throughout the master

bedroom, extensive custom closets, spacious dining area, living room and three bathrooms – including a master bathroom with steam shower and deep soaking tub – stocked with products by Grown Alchemist. A fully stocked bar and concert-clarity Sonance surround sound system round out the experience. The modern, sleek, tech-forward duplex is a nod to luxury loft living in the Meatpacking District, with slate floors, brushed concrete walls, sweeping views of the Meatpacking District and the Hudson River; the space is a harmonious blend of industrial and elegant elements, with quintessential Poliform design from furniture, kitchen cabinetry, and custom closets. The penthouse was completely gutted and transformed into what it is today. Everything is new – the Poliform custom elements (kitchen, closets, furniture), the winding staircase, the bathrooms, steam showers, soaking tub, fireplace, marble – it was a complete makeover to bring a heightened sense of luxury to Gansevoort.

Guests can empower their day with yoga, pilates, guided stretching, meditation, cardio, strength classes, dance, and more, with the interactive lululemon Studio Mirror located in all 186 guest rooms. Each guest room is also equipped with a smartly designed Marshall speaker, offering a rich, full sound, with seamless Bluetooth connection and uninterrupted wireless listening.

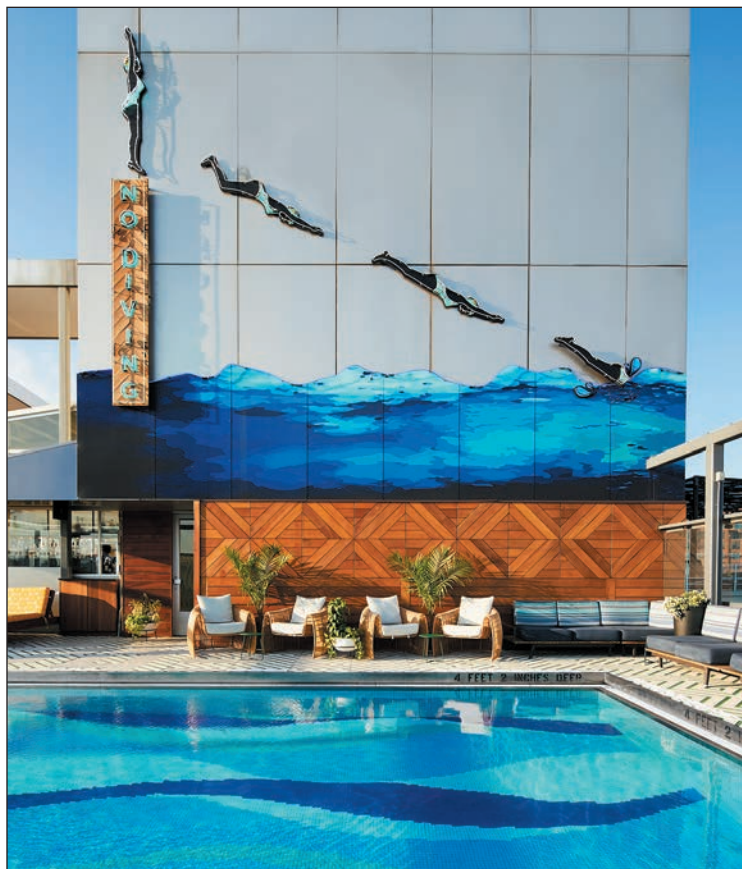
How has Gansevoort Meatpacking NYC approached its culinary offerings, and what are the keys to being successful in this part of the business?

We have four restaurants on property offering a wide range of culinary experiences, allowing guests to travel to Italy, Paris, and Tokyo without even leaving the property. Our Michelin-trained chefs focus on fresh, seasonal, high-quality ingredients, innovative dishes, and exceptional service.

At the forefront of the property's new, elevated identity is the latest iteration of the legendary Gansevoort Rooftop's cocktail concept: Eden. Inspired by our trips to coastal Italy, the space seamlessly merges the indoors and outdoors with a retractable glass roof enclosure and sliding walls that flow from the pool deck into a courtyard-inspired indoor space, enveloped by a lush, wrap-around terrace. A custom ornate Italian fresco filled with surreal forbidden fruit trees and wisteria motifs welcomes the outdoors into the space. The Gansevoort Rooftop has 360-degree views of the sparkling Manhattan skyline and Hudson River. Leading the creation of the menus for the new rooftop spaces is Gansevoort Meatpacking's newest addition to the culinary team, Chef Sebastien Chaoui, most notably from Maitre Corbeau, a 2-Michelin Star restaurant and Hotel National des Invalides in Paris, and New York's former Coco J'adore and La Petite Maison. Beyond the rooftop, Chef Sebastien further elevated the

menus of the European-inspired lobby café, Coffee + Cocktails, and the hotel's newest restaurant, Le Coin, which opened in September 2024.

Le Coin's menu is inspired by the rich culinary traditions of Paris and coastal France. With indoor and al fresco seating, the restaurant effortlessly blends the bustling energy of New York City in a timeless, charming space adorned with vintage decor and original artwork curated by Paris Chong, Gallery Director of Leica Gallery LA. Employing the philosophy known as Bistronomy, a culinary style that combines bistro foods and dishes with gastronomic cooking methods, Chef Chaoui's menu features innovative interpretations on traditional French dishes with modern techniques. Featuring a standout wine list primarily from France and Italy, Le Coin focuses on high caliber offerings from the most renowned regions.



The rooftop pool at Gansevoort Meatpacking NYC

Separate from Chef Chaoui's venues lies Saishin, the city's first rooftop Omakase experience, offering bespoke sushi and sashimi tastings by Chef Isaac Kek. At Saishin, guests can enjoy an artful 14- or 19-course Omakase tasting at the interactive chef's counter, where each luxurious bite is prepared in front of the guest with intention, precision, and fresh seasonal ingredients. For guests who prefer to curate their own experience, a seasonal, dynamic menu of à la carte otsumami, hot entrees, and sushi is available to enjoy at dining tables.

In 2023, the hotel also welcomed its ground-floor restaurant, Meduza Mediterrania, a new concept by Noble 33 (Toca Madera, Casa Madera, Sparrow Italia), serving Mediterranean

fare designed to be shared alongside a robust cocktail program.

What was the vision for creating Seven24 Collective and how will this offering be a differentiator for Gansevoort?

Our private membership club, Seven24 Collective, was designed to offer a one-stop-shop for individual's looking for an exclusive, inspiring "third space" to experience community, wellness, culinary offerings, and more. Featuring world-class amenities and bespoke programming, Seven24 provides luxe, versatile environments to connect, entertain, work, dine, and relax. From the distinguished Study to the 1970s-inspired speakeasy, DIMES, Seven24 Collective is a stylish oasis where members can find the perfect balance between work and play. Members can start with a morning meeting over espressos, followed by a workout in the 24/7 state-of-the-art fitness center and a swim at the rooftop pool overlooking the Hudson. We also offer curated programming and events for members across culinary, wellness, music, and more. From jazz and comedy night, to entrepreneurial panels and leadership networking, to master mixology courses and tastings (like vintage Dom Pérignon tastings with LVMH), to fitness experiences like run club, sculpt classes and rooftop yoga – there's something for everyone. Members enjoy priority dining reservations throughout all restaurants on the property, as well as neighborhood discounts and perks with our ever-growing list of Seven24 partners. Members also have access to our pool with panoramic skyline views and recently renovated fitness center featuring all of the modern workout must-haves, including Peloton Bikes, the lululemon Studio Mirror, free weights, treadmills, ellipticals, stair steppers, a rowing machine, and our new, detoxifying sauna with infrared heat and elegant yet modern locker rooms.

What makes for a true luxury hotel experience today?

Luxury hospitality means anticipating your guests needs before they're spoken, offering personalized, best-in-class service, from before the guest even arrives on property. Updating amenities, ensuring comfort, and advancing technology are just a few of the ways we provide seamless service to our guests.

What advice do you offer to young people interested in pursuing a career in the hospitality industry?

Keep your guests at the center of everything you do. Encourage customer feedback – it's priceless. Listen carefully and use their input to make meaningful improvements to your service. Being ahead in the hospitality industry means constantly evolving and innovating to stay relevant amongst competitors and travelers ●