

THE BENJAMIN

EST. 1927

FACT SHEET

ADDRESS: 125 East 50th Street at Lexington Avenue
New York, NY 10022

PHONE: For reservations call: 1-888-4-BENJAMIN
Hotel tel: 212-715-2500
Hotel fax: 212-715-2525

WEBSITE: thebenjamin.com

**GENERAL
MANAGER:** Gul Turkmenoglu

OVERVIEW: Situated in an ideal midtown Manhattan locale, The Benjamin is a 209-room beaux-arts boutique hotel that exudes the ambiance of a private club. Newly redesigned accommodations by Rottet Studio range from guestrooms with kitchenettes to one-bedroom terrace suites with inspiring skyline views.



Noted as “one of the 50 favorite restaurants” by *The New York Times*, The National by internationally acclaimed Iron Chef Geoffrey Zakarian is housed on the first floor and showcases modern bistro cuisine in a chic grand cafe or in-room dining. Known for coiffing the tresses of celebs, stylist Federico Calce presents Federico Hair & Spa at The Benjamin. Guests have access to blowouts, color, cuts, manicures and massages in-salon or in-room.

The Benjamin understands its guests tend to be leaders, owing their accomplishments to a strong work ethic and a busy lifestyle. Through our programs, amenities and services we aim to foster productivity and wellbeing, offering services for restful sleep, nourishment, exercise, personal care, and inspiration—five tenets integral to success.

HISTORY: Originally established in 1927 as the former Hotel Beverly, the hotel is considered to be one of the most successful creations by famed architect Emery Roth. The edifice so inspired artist Georgia O’Keeffe that she painted it as the subject of her piece “New York—Night.” In November 1997, members of the Denihan family purchased the hotel and renamed it **The Benjamin** in honor of the family-owned company’s founder, Benjamin Denihan, Sr. The Benjamin, Denihan’s first luxury property, opened on April 16, 1999 following a \$30 million renovation.

LOCATION: The Benjamin is located in the heart of Midtown Manhattan at the corner of Lexington Avenue and 50th Street with quick access to:

- Rockefeller Center
- Museum of Modern Art
- Fifth Avenue high-end retailers
- Radio City Music Hall



- St. Patrick's Cathedral
- American Girl Place
- Central Park
- Midtown headquarters of many Fortune 500 companies

ACCOMMODATIONS:



Guests may choose from a range of recently renovated accommodations, redesigned by Lauren Rottet, namesake and founder of Rottet Studio, including:

- 48 superior guestrooms - 250-275 square feet
- 64 deluxe studio suites (18 offer two queen beds) - 300-350 square feet
- 79 one-bedroom suites - 450-550 square feet
- 10 one-bedroom terrace suites - 550-820 square feet
- 7 one-bedroom balcony suites - 550-820 square feet
- The Benjamin Suite with a spacious terrace and balcony - 1,620 square-foot

Under the discerning eye of Rottet, the revamped accommodations feature a palette of whites, silvers, mink and golds. Design choices—like a mirror-meets-mural art piece over the bed, mirrored coffee tables in suites and streamline parson's desks — skillfully accentuate the spaciousness of the rooms. Suites feature pullout sofa beds and square-armed lounge chairs, allowing guests to work and watch TV simultaneously. All accommodations feature kitchenettes, some with a spiral-patterned wall covering designed exclusively for The Benjamin by Rottet Studio.

IN-ROOM AMENITIES:

All deluxe accommodations include sitting areas and fully equipped kitchenette with granite countertops, glass-door cabinets, refrigerator, microwaves, automatic single-serve coffee makers, dishware and stemware, flatware, and complimentary coffee and tea.

Guest room amenities include:

- HD flat-screen TV
- iPod alarm clock/radio
- Electronic in-room safe
- Snack Box curated by Geoffrey Zakarian
- Fully equipped kitchenette
- Down-filled comforter
- Pillow offerings with selections varying by sleep positions
- Plush bathrobes
- Magnifying makeup mirror
- Hairdryer
- Aromatherapy bath products by Elemis

BUSINESS FEATURES:

The Benjamin is distinctive in its technological capabilities. The building has the capacity to accommodate the requirements of today's business traveler as well as support future technological advancements. The staff caters to the needs of today's modern executives & industry leaders.

Rooms feature:

- High-speed Internet access in every room
- Two-line speakerphones with dataport
- Voicemail and direct private line service
- Personal computers (upon request)
- Parson's desk
- Task lighting with outlets

**REST & RENEW
AMENITIES:**

At The Benjamin, sleep is not coincidence; it is core to our business. In tandem with the relaunch of The Benjamin's recently renovated guestrooms, the popular sleep offerings are now under the direction of sleep expert and co-author of "Sleep for Success," Rebecca Robbins. Known to travel the world speaking on the latest sleep research, much of it conducted from Robbins' base of studies and findings outlined in the book she co-authored in 2011 titled *Sleep for Success!*, Robbins is the Official Sleep Consultant at The Benjamin, leading the hotel's Sleep Team to provide the most up-to-date solutions and tools anchored in sleep medicine. Robbins and the Sleep Team at The Benjamin will underscore that sleep is not a luxury, rather a necessity, and help guests to implement healthy sleep practices.

Rest & Renew Program offerings include:

- A reference copy of *Sleep for Success!* in every room
- Full or half-day sleep consultation sessions with Rebecca Robbins by appointment
- Pillow offerings arranged by sleeper type
- Sleep Team
- Sleep masks & ear plugs
- Custom-designed Benjamin Bed
- Blackout drapes
- Work-Down Call
- Power Nap
- Bedtime snacks
- Lavender Turn down
- Winks' Kidzzz Club
- Sleep-inducing spa treatments and room service options
- White noise machine
- Lullaby music library

**PET
PROGRAM:**

The Benjamin recently launched a pet program, goodDOG by The Benjamin in partnership with BarkBox, a monthly subscription services provides its tail-wagging subscribers and their owners all-natural treats and the coolest pup products. Guests with pets pay a \$50 fee per stay to deep clean the room upon departure in anticipation of the next guest. The program features:

- A BarkBox upon arrival, which is specific to the size of the pet, and features between four and six treats, toys and hygiene products that are hand selected and veterinarian-approved (changes monthly)
- In-room pet mini bar with a veterinarian-approved assortment by Bocce's Bakery, including gourmet biscuits such as Pat La Frieda Beef Bourguignon, Chicken Cordon Bleu, Tuscan Pizza and to wash it down, Bowser Beer (a beefy non-alcoholic brown ale with glucosamine to promote healthy joints)
- Welcome supply of New York paw-essentials including a collapsible water bowl, paw wipes and a roll of plastic bags
- Mungo & Maud pet beds and water bowls

**SPECIAL
SERVICES:**

The hotel also provides:

- Business services
- Complimentary Wi-Fi access in lobby and restaurant
- 24-hour state-of-the-art fitness room/steam room

- 24-hour in-room dining, serviced by Iron Chef Geoffrey Zakarian's The National
- 24-hour in-room hair and beauty services via "Federico Salon Direct"
- Turn-down service upon request
- Personal shopping
- Same day valet/laundry
- Shoe shine
- Multilingual concierge
- Complimentary daily newspapers including *USA Today*, *The New York Times* and *The Wall Street Journal*

DESIGN:

The Benjamin continues to remain an architectural fixture in Midtown. The hotel concluded the majority of a multi-phase, multi-year renovation totaling \$10 million in September 2013 by Rottet Studios – an international architecture and design firm with an extensive portfolio of corporate and hospitality projects for the world's leading companies and brands. Rottet, named a "Design Giant by *Interior Design* magazine, designed the rooms and suites with a residential-minded approach so that guests feel as if they are coming home to a more personal pied-à-terre rather than a hotel room

A prior phase of the project brought Chef Geoffrey Zakarian's all-occasion grand café, The National, to the hotel in 2010. Additionally, the second floor was reconfigured to create five residentially styled modular rooms for premiere events, and an intimate Benjamin Guest Lounge was conceived to include a seating area and two repurposed 7-foot steamer trunk work stations.

The hotel's lobby channels the intimacy and refinement of a luxurious private club room, where the designer has incorporated a seating area with a sofa, two wingback chairs with men's suiting details and a glass coffee table. One of the most delightful details is an oversized floral patterned area carpet, which will come into "full bloom" from an elevated vantage point from the second floor overlook.

CULINARY:

The Benjamin is dedicated to creating exquisite and thoughtful experiences. With this in mind, the property partnered with *TV Food Network* Iron Chef Geoffrey Zakarian to bring his all-occasion James Beard Award-winning restaurant, The National, to The Benjamin guest. The National offers modern bistro dishes with Zakarian's signature Modern American touch, a style of cooking that earned him critical acclaim at his previous establishments TOWN, Country and Lamb's Club. In a never ending quest to deliver paramount hospitality experiences, Zakarian travels the world for new inspiration to marry with his classical training and techniques.

Designed by the Rockwell Group, the 125-seat restaurant is modeled after the traditional European grand cafés and tailored to Midtown Manhattan's unique culture and clientele. The National offers seasonal modern bistro dishes with Zakarian's signature Modern American touch, a style of cooking that earned him critical acclaim. The restaurant is best known for its cocktail of the week program and signature Ugly Burger.



APPEARANCE:

The masterful work of Federico Calce, known for coiffing the hair of the world's top models and celebrities, is available to guests in room and in the recently unveiled salon, Federico Hair & Spa at The Benjamin.

The 1,000 square-foot salon, which boasts a European edge, is located on the third floor of the hotel and features six chairs, two rooms for spa services (which are connectable for couple treatments), a pedicure chair, a manicure station, a waxing room and a makeup styling area. From blowouts to haircuts, highlights to hair painting, anti-curl to Brazilian keratin, Federico and his team of international stylists do it all.

Open seven days a week, from 7 am to 7 pm, guests are able receive around-the-clock coiffing with a simple call to the concierge, who has direct access to Federico and crew all times, day and night. After hours primping can be performed in-room. Known as "Federico Salon Direct," this 24-hour service was developed by the designer in response to numerous client requests for off-hour services.

In addition to the mile-long list of runway models (Federico is a staple at New York's Fashion Week), he has also styled the hair of boldface names such as Eva Longoria, Nicole Kidman, Meg Ryan, Michelle Pfeiffer, Catherine Zeta-Jones, Mel Gibson, Alec Baldwin, Sarah Fergusson, Katie Couric, Betsy Johnson and Rachel Hunter. His masterpieces, in the form of amazing hair styles, have graced the pages of top fashion magazines including *Vogue*, *Harper's Bazaar*, *Glamour* and *Marie Claire*. Contact www.TheBenjamin.com/Federico or call 212.207.4400.

FITNESS:

The Benjamin has partnered with SIN Workouts (standing for Success In Numbers) to offer guests a luxury fitness concierge experience tailored to their individual goals, workout routines, and interests while traveling. SIN has identified all of the barriers that inhibit people from incorporating fitness into their lives, and invites clients to discover their full capabilities once excuses are eliminated.

The tiered program SINNER (\$75) or SINNER Elite (\$150) includes:

- A consultation with a fitness concierge and the cost of one class
- Text or phone reminders with pre- and post- workout check-ins
- Assistance with restaurant reservations and healthy menu options
- A SIN trainer to accompany guest to class (SINNER Elite only)

SIN Workouts is also available for fitness events for corporate groups, bachelorette parties and other celebrations. After a group workout, opt for a private reception including champagne or beer and a selection of canapés from The National by Iron Chef Geoffrey Zakarian. sinworkouts.com

INSPIRATION:

The French phrase "il faut cultiver notre jardin", meaning "one must cultivate the garden," signifies the importance of enriching one's mind. Inspiration is a major part of creativity, as forward-thinking leaders will attest. Understanding this, The Benjamin's corridors feature Swiss-French model turned photographer, Arthur Keller's first privately commissioned collection. Keller, who has been a mentee of the renowned *Vogue* and *Vanity Fair* fashion Photographer Mario Testino, applied his stylized eye to a different muse—New York City. For The Benjamin's collection, he wanted to visually articulate the energy and invincibility one feels when visiting the city.

**MEETINGS
& EVENTS:**

The Benjamin offers more than 2,200 square feet of space for meetings, small weddings, private dining and special events. Chic residential design elements include refined details such as customized art fixtures, thought-provoking artwork, beautiful arched windows and a spiral staircase. The Benjamin provides state-of-the-art technology such as flat screen TVs, WI-FI, video conferencing capabilities, etc. Menus for

all gatherings are individually crafted by Iron Chef Geoffrey Zakarian and executed by his culinary team at The National.

Room Capacity:

- The Lexington Rooms offer four modular spaces which can be converted to accommodate 100 people for a seated event.
- The Corner is ideal for receptions of 75 and accommodates seated events for 48 people.
- The Benjamin Suite on the 22nd floor is also available for private events of up to 25 people.

RESERVATIONS:

For best available rates and special offers, visit www.thebenjamin.com, call 212. 715.2500, or contact your travel professional.

Airline systems access code: NY.

#

Contact:
Gabrielle Barikian
Denihan Hospitality Group
gabrielle.barikian@denihan.com