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W Hotels commissioned a tower on the Hudson's west bank: Gwathmey Siegel & Associates rose to the occasion

ARCHITECTURE AND INTERIOR DESIGN
GWATHMEY SIEGEL & ASSOCIATES

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haute HOBOKEN



This page: A special zoning permit was required to build the 25-story, metal-and-glass W Hotel in Hoboken, which soars above its shorter, mostly brick-and-mortar neighbors.
Opposite: Columns finished in richly-figured anigre veneer separate the four-story "living room," as the lobby lounge is called, from the adjacent double-height circulation space.



PHOTOGRAPHY COURTESY OF W HOTELS WORLDWIDE



This image: A curved, black-plaster fascia and a poured-in-place terrazzo floor give the hotel's welcome desk a sleek elegance. Below: In the hotel's public spaces, woven stainless-steel mesh walls are washed by LED sources that change colors to establish different moods.



Top, right: The Chandelier Bar, featuring seats that evoke giant pendant-light fixtures, was designed by New York's ICrave studio. **Above:** Swiveling sofas in the room's window bays enable guests to enjoy the panoramic views.

WHEN A HOTEL BRAND KNOWN FOR ITS DESIGN-FORWARD APPROACH ASKS ONE OF THE COUNTRY'S MOST RESPECTED ARCHITECTURE FIRMS TO DANCE, WHO LEADS? That's the question answered in the W Hoboken Hotel & Residences, a sleek riverfront tower featuring 225 guest rooms, 40 condominiums, a restaurant, lounge, spa, and nearly 6,000 square feet of meeting and event space. At different moments in the process of developing Hoboken's first luxury hotel, says architect Greg Karn of Gwathmey Siegel & Associates, each of the partners took turns playing Ginger to the other's Fred. Setting the rhythm was the waterfront's incomparable Manhattan views. Splaying the 23-story structure's two longer sides gives every room in the blunted-arrow-shaped tower a view of New York City. "W's internal design department pushed us to make the interiors fun," says Karn, explaining the sequence of elaborate reception and "living" spaces intended to involve guests in the social experience of the hotel. "It's all part of the W's 'wow' factor." — See Resources.