

House & Home

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HOTELS

A Shimmery Palace of Light Rises in the Meatpacking District

"There is a fine line between cutting-edge and schlock," said Stephen B. Jacobs, above, with his wife, Andi Pepper, on the roof of the new Hotel Gansevort. Mr. Jacobs, the hotel's architect, designed the roof to capitalize on its views of the Hudson River. It has a swimming pool with colorful underwater lighting (though no water yet) and, incidentally, there is a swell view of the rooftop pool at Soho House. Ms. Pepper created the Gansevort's interiors, including the lobby's cherry paneling, columns clad in eel skin, and the custom rug, below, with patterns lifted from Matisse.

The site had been a vacant lot in the meatpacking district. In contrast to the old factories nearby, the hotel has 14 floors and a facade of large silver-painted aluminum panels. "We are trying to call attention to ourselves," Mr. Jacobs said. Glass columns at ground level do that job, too, beckoning to diners at the new Spice Market restaurant across the street. The columns, left, glow like a jukebox with L.E.D.'s that Mr. Jacobs said will turn red, purple, blue and yellow, once the computer controls are fixed. "They were changing so fast it made you nauseous," he said. The 188 rooms have nine-foot ceilings, and many feature bay windows that look like lanterns at night. Though the building is unfinished, a limited number of rooms are already available, this month starting at \$325 a night. The hotel is at 18 Ninth Avenue (13th Street); (877) 426-7386.



Photographs by Barbara Alper for The New York Times