



## NU HOTEL BROOKLYN UPDATES ALL 93 GUESTROOMS

*NU Hotel Brooklyn, a boutique property in the Independent Collection, extends its hip and urban décor into all of its 93 guestrooms*

**(Brooklyn, NY) – May 15, 2014** – Brooklyn neighborhood names. A classic cassette tape. Skateboards. Laser cut imagery and patterns of vintage Brooklyn adorn the wooden headboards at NU Hotel Brooklyn as part of HHM’s recent \$1.5 million guestroom renovation. The 93 rooms of this Independent Collection (IC) boutique New York hotel in the heart of Downtown Brooklyn were updated to showcase a sophisticated cool décor with retro hints.

“The rooms of NU Hotel have always had a touch of whimsy with a firm nod to the neighborhood. We have maintained the simplicity, eco-friendliness and local touches that made the design great before,” said Javier Egipciaco, general manager of NU Hotel Brooklyn. “Now, this renovation has helped us gain a higher level of sophistication, all while embracing art, music, and innovative design.”

A certain relaxed-cool is in the hotel’s DNA. NU Hotel Brooklyn opened in 2008 with loft-like guestrooms featuring a clean all-white palate in an eco-friendly design accented by unique touches such as a hammock and bunk beds. New York-based firm datumzero led the new look which enhanced and built on the same basic design premise: a simple white t-shirt with luxury jeans. The new renovation represents a more evolved and engrained version of these ideas.

Eco-friendly design is still a major influence in the guestrooms. The floors are now hardwood and made from a high content of recycled materials. Many of the materials come from sustainable sources – the nightstands and vanities are both from crosscut plywood that was reassembled to form rich patterns. The design palate of the guestrooms now includes cool grays and taupe colors, and the overall result has a more classic and comfortable feel, as well as a more residential, hip vibe. In the bathrooms, new L’Occitane en Provence products are housed in stylishly designed eco-friendly dispensers.

As part of their ongoing NU Perspectives program, which invites local artists to create murals with guestroom walls as their canvas, NU Hotel unveiled four more murals. Many of the works by NU Perspectives artists have unique Brooklyn landmarks such as the Brooklyn Bridge, the Williamsburg Savings Bank or the quintessential row of Brooklyn brownstones with the F Train running underneath. The artists of NU Perspectives’ newest murals are Kendra Beitzel, Sophia Dawson, Annica Lydenburg, Sarah Reynolds, and Edward Ubiera.



## INDEPENDENT COLLECTION HOTELS

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Along with the enhancements to the guestrooms and corridors, NU Hotel has also upgraded many of its guest offerings. The minibar now includes premium alcohol in larger sizes, perfect for crafting cocktails for two, as well as standard favorites and more healthy offerings, like the ever popular Kind bars and Popcorners chips. And of course, there is now an always useful iPhone 5 charger. The hotel has also enhanced its bath amenities, by introducing the Aromachologie line by L'Occitane en Provence to all guestrooms.

For further information, please contact NU Hotel Brooklyn at (718) 852-8585, [www.nuhotelbrooklyn.com](http://www.nuhotelbrooklyn.com). For further press inquiries, contact: Mary Gollhofer at (267) 238-5025, [mary.gollhofer@hhmlp.com](mailto:mary.gollhofer@hhmlp.com).

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About Independent Collection: The Independent Collection is a growing collection of cultivated and intimate lifestyle hotels located in unique residential neighborhoods of gateway cities across the US. Founded in New York in Tribeca and then Brooklyn, it has grown to Boston's West End, Midtown Village in Philadelphia, Washington's Capitol Hill and Georgetown, and Miami's South Beach across the last five years. This distinctive hotel concept is renowned for its authentic connection to the local communities, personalized service and residential comforts. Independent Collection hotels are created for the independently minded traveler and invite guests to experience the true spirit of the city. Learn more by visiting [www.independentcollection.com](http://www.independentcollection.com).

About HHM: HHM, formerly known as Hersha Hospitality Management, operates 115 hotels across the United States. It provides turnkey hotel management, asset management and receivership for properties with leading brand affiliations through Marriott, Hilton, Hyatt, Starwood, and Intercontinental Hotel Group. HHM also operates 28 independent hotels ranging from The Rittenhouse Hotel, a AAA Five Diamond property in Philadelphia, to the Larkspur Landing hotels, all-suite extended stay properties in Northern California and the Pacific Northwest. Its highly experienced team is accustomed to serving as a fiduciary to publicly traded companies, joint ventures, institutional real estate owners and private investors. Additional information on HHM can be found at [www.hhmhospitality.com](http://www.hhmhospitality.com).