

GOTHAM

SPRING FASHION FORWARD

Naomi WATTS

TALKS SCI-FI
STARDOM,
SUPER MOMMYDOM,
AND HOW TO
SURVIVE/THRIVE
IN HOLLYWOOD

PLUS

THOM BROWNE

MIUCCIA PRADA

DAVID ROCKWELL

RAFAEL NADAL

FREDERIQUE VAN DER WAL

THE ST. REGIS'S

TABLE 55!

*Lupita
Nyong'o
Rocks
Broadway!*

ZAC POSEN
DOES BROOKS
BROTHERS

A VERY VIP
PREVIEW OF THE
MET BREUER

ALEXANDER
WANG
TOASTS 10!

TIME KEEPER

ARCHITECT **DAVID ROCKWELL** REVAMPS THE ICONIC **TIME HOTEL** WITH A SPECIAL FOCUS: KEEPING NEW YORKERS ON SCHEDULE.
BY MARK ELLWOOD

Tasked with the first major renovation of Midtown's Time hotel since its opening in 1999, highly acclaimed architect David Rockwell didn't look far for inspiration. "Time. It's one of those interesting things," he explains. "Luxury used to be a meal that took three hours, while now it's a meal that takes one and gives you two hours back to do other things." Inspired by this idea of time as the ultimate luxury, the interiors guru wanted to convert the hotel into a hideaway from the surrounding hustle of the Theater District. (It's an area he knows well—Rockwell's firm has designed the sets for several shows, including megahit *Kinky Boots*.)

Reconceiving the 193 rooms in this \$20-million project for Sant Chatwal's Hampshire Hotels group, he created urban retreats, adding contemporary touches like a two-way circular mirror behind which the TV is hidden when not in use, extra-large bathrooms with roomy showers, and custom,
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Broadway regular: David Rockwell was a natural choice to make over the Theater District's Time hotel, having designed the sets for *Kinky Boots*, *Hairspray*, and *The Normal Heart*.



The second-floor lobby gets special attention from Rockwell as a destination space in its own right. BELOW LEFT: A clock wall installation serves as the centerpiece of the reception area.



ROCKWELL'S REDESIGN EXPLORES THE CONCEPT OF TIME AS THE ULTIMATE LUXURY.

leather-upholstered beds. The most important element to his redesign, though, focuses on the hotel's lobby, safely sequestered from the street on the second floor. "Vertical movement is a great way to choreograph an entrance," he says. "But the biggest challenge is to have that space live throughout the day—a place that feels good both at lunchtime and in the evening." To achieve this, Rockwell developed custom corset-style screens that can expand or contract as needed, either spotlighting or hiding the bar, as well as ample areas for anyone to sit and recharge.

With public gathering spaces so vital in hotels, seating becomes that much more important. Rockwell calls poor reception seating "one of my pet peeves." To avoid this problem at the Time, he created upholstered benches in the window nooks, intended as places guests will dawdle to relax or enjoy the city views. Of course, anyone day-dreaming there needn't worry about missing an appointment—he's also installed an oversized clock wall installation behind reception to keep everyone informed of The Time. 224 W. 49th St., 212-246-5252; thetimehotels.com ■