



Schön!

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When in New York, a stroll through Central Park will tweak your collective memory function into motion: the cinematic views and iconic landmarks surrounding the wild expanses of nature reference so many films, photographs and artworks that we all know. If you venture to the corner of East 77th Street and Madison Avenue, you'll stumble on an icon in its own right: **The Mark Hotel**. This institution exists in a category entirely of its own: place where the mythology of New York, design and a curated sense of luxury intersect with cultural precision. It's the beating heart of Madison Avenue, and has served as a discreet playground for fashion, design and culture for decades. Today, The Mark Hotel has been reimagined for a new era, without ever losing its innate sense of glamour.



The striking building gives an old-world first immediate impression: as a 1920s neo-Italian Renaissance landmark, designed by Schwartz & Gross, it's has long been part of the Upper East Side's architectural fabric. As you pass through its doors, the world of The Mark instantly transports you into another realm. The transformation was spearheaded by legendary French interior designer **Jacques Grange**. With a brilliant feeling of luxury – in the best way we can think of – the design turns heritage into a contemporary demonstration of precision. Black and white striped marble floors set the tone: graphic, unmistakable and now synonymous with the hotel's aesthetic: a perfect balance of minimalism and luxury, oozing confidence without excess.



THE MARK

Grange's vision channels a feeling of understated refinement. The lobby feels spectacular yet intimate and the rooms and suites open up small worlds that offer a quiet, considered elegance. Throughout the hotel, curated objets d'art, sourced in collaboration with Parisian antiqueur **Pierre Passebon**, offer delicate visual highlights. There are works by **Ron Arad**, **Vladimir Kagan**, Mattia Bonetti, Eric Schmitt and Karl Lagerfeld woven seamlessly into the interiors. The most striking feature is how this carefully curated feeling of understatement meets a brilliant pampering of the senses. The suites look out onto a spectacular skyline, giving you the feeling of being truly at the heart of Manhattan, with panoramas across The Upper East side, Central Park and Midtown.



The rooms offer character with an undeniable sense of luxury. There are six room categories, nine suite categories, six specialty suites and a singular penthouse: a vast but curated selection. Guest rooms are beautifully accommodating and open, while suites are expansive and bold. The Italian marble that adorns the bathrooms gives an almost regal feeling to the design, and deep soaking tubs and separate showers are delectably oversized. To pamper all the senses, **Frederic Malte**'s Jurassic Flower provides an extra titillating sensory detail, underlining the hotel's attention to detail.



THE MARK



If real lavish luxury is what you're looking for, you're at the right place: The Mark Penthouse – the largest hotel penthouse in the United States – spans across two floors, with an additional rooftop terrace overlooking Central Park. You're in the very heights of Manhattan here, with a feeling of magnanimous luxury.



THE MARK

Food and drink at The Mark are another step towards a luscious Manhattan experience. **The Mark Restaurant** by **Jean-Georges** is a cornerstone of the hotel's social life, oozing style with its boudoir vibes, running through from breakfast through to late night dinners. With chef Pierre Schutz at the helm, the menu delivers refined European classics elevated by Jean-Georges Vongerichten's signature touch. It's at The Mark Bar that you'll be able to indulge in the house cocktails, with the space designed by French artist Guy de Rougemont. Topped off with furniture by Vladimir Kagan, this is glamour that does everything but try too hard: a foray into pleasure without pretense.



One thing is apparent as soon as you walk into The Mark: it's all about the experience. Luxury here is important, yes, but there's character in every aspect of the stay, from the staff and their immaculate sense of attention to the small details which are playful, personal and deeply New York. The Mark offers seasonal new features and entices with constant additions to its panoply of experiences: guests can picnic in Central Park with a gourmet spread curated by Jean-Georges, cruise the harbour of the city that never sleeps aboard the hotel's 70-foot Herreshoff sailboat or shop at **Bergdorf Goodman** via private pedicab.

And of course, there's one highlight for which The Mark has become famous: on the first Monday in May, the fashion industry arrives in New York, and the hotel has become a seasonal favourite for crowds of stars, editors, stylists and guests as they arrive and prepare in the city. The red-carpet departures have become as anticipated as the event itself: a sacred ritual and high-fashion spectacle played out on Madison Avenue.

When you're in a city so inherently defined by reinvention, The Mark remains singularly consistent in its vision. Deeply rooted in the New York culture, lavish and unmistakably full of character, this is a hotel that allows you to travel in many ways: through time, emotions, spaces and rooms, humbly reminding New York, and the world, what true luxury looks like.



THE MARK



Read more about The Mark Hotel [here](#).
words. [Patrick Clark](#)
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