



### **Desires Hotels Announces New Project on NYC's Lower East Side**

*Manhattan's Ludlow Street to be Home to New Boutique Hotel*

NEW YORK, NY September 24, 2008 — Leading hotel management company Desires Hotels, the boutique division of Tecton Hospitality, announces that it will manage the new hotel project on Ludlow Street, located between Houston and Stanton streets on the Lower East Side (LES) of Manhattan. Slated to open its doors in the summer of 2009, this will be an exciting addition to the Desires Hotels modern boutique collection in New York City. The area, a historical section of Manhattan is where many immigrants first settled and established neighborhoods, continues to retain its charm of low-rise buildings while making way for future projects, like the hotel Ludlow. The exterior design of the hotel respects the essence of the existing buildings on the block rising to an initial six stories high. The remaining 14 stories are set further back from the facade, which continues to create the same visual sense of scale on the narrow tree lined streets.

Each of hotel Ludlow's 167 rooms and suites will pay homage to its chic, authentic neighbors with modern and minimalist décor, environmentally conscious finishes, and a contemporary, yet exceptionally intimate ambiance. "The hotel Ludlow reflects the vitality and dynamism of its location. From panoramic views of Manhattan to inventively designed rooms, the hotel Ludlow offers the unique opportunity to experience this vibrant area of NYC from the vantage point of contemporary design," says David Lewis, Partner in 'Lewis. Tsurumaki. Lewis', architects responsible for the projects interiors.

Bordered by some of the most intriguing neighborhoods in Manhattan, the LES is now home to small designer shops, art galleries, and some of the city's best and most interesting restaurants and cafes. From Wylie Dufresne's inventive restaurant WD-50 to Katz's Deli, and from Gus's Pickles to Ciao Bello Gelato, the hotel Ludlow will provide a chic yet convenient haven from which to explore the unique aspects of the Lower East Side and New York City from a very unique perspective.

"With the continued development of the Lower East Side of Manhattan, the hotel Ludlow will become part of the texture of the neighborhood by welcoming visitors to come and explore the aspects of the area. This is our next NYC project which will round out a collection of four hotels that are situated throughout the city, including The Wolf

in Madison Square Park, and The Mela and Cassa in midtown Manhattan,” says Raul Leal, President and Partner of Desires Hotels and Tecton Hospitality.

Customers will be pleased to find that the hotel Ludlow will offer the “Your Desires” loyalty and concierge program, which provides a unique experience to each and every guest.

### **About Desires Hotels**

Desires Hotels is a collection of independently created modern boutique hotels founded in 2005 as the boutique division of Tecton Hospitality. The cornerstone of The Desires brand is the company’s ability to create hotels which are made in the vision of the owner / developer. Desires provides individual strategies focused on driving profits through sophisticated marketing techniques, including the “Your Desires” loyalty program, an innovative website, strong relationships with the travel trade, and strategic marketing partnerships. Desires branding success delivers profits by using a successful model of operational synergies, finance, sales and marketing, and human resource management. Desires Hotels offers a complete and comprehensive hotel management tailored to the needs of each property.

The Desires portfolio currently includes the award-winning 93 room, Sagamore Hotel, and the 87-room condo hotel The Strand Ocean Drive in Miami Beach, FL, the San Juan Water & Beach Club in San Juan, Puerto Rico, the 100-room Glenn Hotel in Atlanta, GA, the 229-room Hotel Mela in New York City. Scheduled to open in 2008 is the 100-room Iron Horse Hotel in Milwaukee and the 63- room Betsy Hotel on Ocean Drive in South Beach.

To learn more about how Desires Hotels means business, visit [Desireshotels.com/corporate](http://Desireshotels.com/corporate) or call 305.577.8484.

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