



New York's Madison Avenue Hotel Claims The MAve As Its Own

Desires Hotels Announces Winning Name To "You Name It, We Claim It" Campaign

New York, NY, April 2, 2009 – Last night, all the votes were tallied and now New York City's newest boutique hotel has its new name — The MAve. [Desires Hotels](#) asked everyone for their opinion, from the neighborhood dog walker cruising through Madison Square Park, to the sun-bather in South Beach, to the number-cruncher leaving the Met Life Building to grab a bite at the Shake Shack; and the answer was loud and clear, The MAve hotel will now become a part of New York City's Flatiron District landscape.

The MAve's (pronounced māv'e) name was developed from a creative word play on the location of the hotel at 62 Madison Ave. This new modern boutique hotel is now beginning to move forward towards its grand opening with its fresh new name and neighborhood friendly design. "We would like to thank everyone who took the time to vote on the Desires Hotels Web site, and hope that when we open our doors this summer they will once again take the time to stop by to see what they were a part of," says Shawn Roach General Manager of The MAve Hotel.

From the corner of 27th Street and Madison Avenue, the 72-room hotel is undergoing an entire facelift and is scheduled to open its doors in the summer 2009. Walking into the lobby guests will find a contemporary, light and airy approach brightened up with white walls highlighted in tomato red. The re-envisioned space includes a glass partition that separates a comfortable little café from the reception counter. In nice weather, the café will also open up to some street-side tables on 27th Street.

Not to be left out, the guest rooms' interiors will feature a design that leans towards Scandinavian Modern, in order to achieve a clean and uncluttered feeling. Light wood floors topped off with sisal rugs, and colors that won't give guests a jolt as they walk through the door, creating a more calm and soothing effect to each room. The guest rooms will also include a collection of modern graphic art that highlights timeless themes and scenes from the city. "This hotel project fits in perfectly with the rest of the unique collection of Desires Hotels," says Doug Carrillo, Senior Vice President of Sales and Marketing. "Being distinct and contemporary is the vibe that we want every guest to leave with."

Winners of the "You Name It, We Claim It" contest, including the Grand Prize three-night stay with airfare for two at any Desires Hotels, have been chosen so please check your email's inbox to see if you are the lucky winner.

Location

Located just one block from Madison Square Park and the Flatiron Building, the area is conveniently located near two major subway lines (the Broadway and Lexington lines). The hotel borders the city's flower district to the West, 22nd Street to the South, Little India to the East, and the Empire State Building to the North. The area is buzzing with new business and residential developments, such as the Met Life Tower and The New York Life Building. The gorgeously maintained Madison Square Park and its popular eatery "Shake Shack" are highlights for tourists and business travelers alike, as are the culinary destinations Eleven Madison Park and Tabla.

About Desires Hotels

From the neon lights of Ocean Drive in South Beach to the Harley-Davidson Museum in Milwaukee, from the iconic Delmar Loop in St. Louis to the cobbled adoqueine streets of Old San Juan, or right in the heart of Times Square, Desires Hotels is a unique collection of independently created modern boutique hotels. High in style, distinct and creative, each of these lifestyle hotels have one-of-a-kind architecture and interior design, allowing guests to expect just as much from their hotel as they do from their destination. Savvy travelers seeking a lifestyle-oriented experience will appreciate the "Your Desires" program that tailors a unique experience to every guest. Desires Hotels deliver unexpected amenities in stylish settings.

For more information about The MAve, Desires Hotels, and their locations, call 866-593-4330 or visit www.desireshotels.com.

Press Contact

KVD Communications
419 Lafayette St., 6th Fl
New York, NY 10003
646-723-4338

Kathleen Duda Managing Director
Clifford Blodgett Account Executive

kathleen@kvdcom.com
Clifford@kvdcom.com