

BOUTIQUE design

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THE MARLTON, NEW YORK

Talk about a building with a high-profile past: Over the years, the Marlton House in New York's Greenwich Village hosted such celebs as Lillian Gish, Jack Kerouac and Maggie Smith. But in recent times, the nine-story edifice on West 8th Street served as the freshman dorm for The New School.

Now, thanks to Sean MacPherson and co-owners Richard Born and Ira Drukier of BD Hotels, The Marlton is back in the hotel business. That locale reopens this month as a 107-key boutique with interiors by MacPherson—who designs, builds out and operates the properties he works on—that evoke Paris in the aftermath of World War I.

MacPherson says he chose that motif because The Marlton reminded him of a Parisian hotel that's

mentioned in an F. Scott Fitzgerald novel. "I always loved the idea in 'Tender is the Night' that Rosemary and her mother stayed at a 'small hotel' in Paris, which was a gentle way of saying they were broke and couldn't keep up with their friends who were staying at The Ritz," he explains. "As a 19-year-old college student, I sought out, found and stayed at Rosemary and her mother's Paris hotel, the Hôtel des Saints-Pères."

Drawing from that memory, MacPherson incorporated such French-influenced features as herringbone wood floors, brass fixtures, crown moldings, chicken-wire closet doors and private marble baths into the design of The Marlton's guest rooms. In addition, the hotel's ground floor has

become home to a 100-seat restaurant, as well as a coffee bar. "The idea is to create an open, flowing space where guests and neighbors alike can grab a coffee and pastry to go, or relax while sipping a martini," says MacPherson.

The latter sentiment reflects a broader mission the designer envisions for The Marlton. "My hope is that the hotel will become an integral part of this revitalizing street," says MacPherson, who also co-owns The Bowery Hotel, The Jane Hotel, The Maritime Hotel, The Waverly Inn and The Lafayette House. "The Marlton's rooms are a sophisticated oasis in the heart of the historic Village, and I hope to see its common spaces will become a sort of living room for the community, as well." ●

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