

This New Times Square Hotel Is a Celebrity Hotspot



Courtesy of The Times Square Edition

The Times Square Edition is making New York's "most hated neighborhood" cool again.

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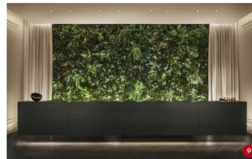
For better or for worse, Times Square has evolved as New York's epicenter. New Yorkers avoid it like the plague; the swarming masses and unidentifiable smells are enough to push even the most hardened city dweller over the edge.

But show up on a Friday night, as the crowds shuffle between the pubs, chain restaurants, and Broadway theaters, and one thing becomes immediately clear: Times Square, for many travelers, is still New York City's star attraction.

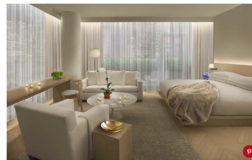
Hospitality impresario **Jan Schragar** finds the neighborhood's energy intoxicating. It's one of the reasons he chose the then-seedy spot as the address of his iconic midtown Manhattan nightclub, Studio 54.

"When you mix diverse things and diverse people, that's when the magic happens," said the Brooklyn-born hotelier in an interview with *Travel + Leisure*.

Now Schragar has returned to his old stomping grounds with the opening of **The Times Square Edition**, a 452-room skyscraper that turns the notion of a Times Square hotel on its head—following in the footsteps of The Royalton, The Paramount, and Schragar's other trailblazing midtown hotels.



But the neighborhood isn't so much a source of inspiration as it is a stage for Schragar to show what's possible when you bring elevated interiors, buzzy public spaces, and a hip "downtown" crowd under one roof—even in the most hated part of town.



"Nothing gets me more excited than upsetting the status quo," said Schragar. "Instead of appealing the lowest common denominator, I want to appeal to high and low brow, because that mix is always combustible."

From the moment you step into Edition's 10th-floor lobby, the frenetic streets below are but a distant memory, replaced with an ethereal vision of lush vertical gardens flanked by ivory curtains and juxtaposed against dark, chevron-patterned oak floors. The adjoining all-black sitting area scores sex appeal (dreadnought chairs, a black steel fireplace, Christian Lacroix floor lamps) while the 1,200-square-foot lobby bar is an all-white sanctuary of calm. Even the guests look the part, dressed smartly in street wear and sipping cocktails around the white-onyx bar.



This being a Schragar production, the focus is as much on nightlife as it is on the supremely stylish accommodations. But where the interiors are elegant and restrained, the restaurants and bars verge on theatrical.

"In design, less is more, but in experiential things, more is more," said Schragar, explaining his penchant for entertainment spaces where you can "cut the electricity with a knife."



Inside, you'll find the Paradise Club, a modern-day cabaret that channels the glitz and glamour of Studio 54 with its expansive dance floor and star-waistage (Olivia Ross, Nile Rogers, and Lauren Hill have already performed). The Terrace Bar drips in old-school glamour—crystal objects, red velvet seats, a gleaming bar made from Saint Laurent marble.



On opening night, Kendall Jenner, Hailey Baldwin, and Juan Smalls were but a few of the famous faces that could be spotted amid the low lights and abundant generosity in the Terrace restaurant, packed to the gills with velvet sofas, antique backlit mirrors, and over 300 potted tropical palm trees.

Despite the hype, Schragar admits the property still has its skeptics.

"Does at this point in my career, people are asking how I'm going to do a sophisticated hotel for cool people in Times Square. How? Just watch me."