



PORTFOLIO

**Bruce
Weber:**
Portfolio



- PIERCE BUSH
- GILLIAN HEARST
- R. COURI HAY
- MADONNA
- AUDREY GRUSS
- ANTHONY HADEN-GUEST
- GEORGE WAYNE

**SHARON,
LAUREN
& ASHLEY**

Darlings of the
Bush Dynasty



Hard Rock Hotel, *New York*

Where You Choose to Rock On or Get Your Relaxation On, or Both

BY LAUREN BENS





Since opening last summer, Hard Rock Hotel New York is honoring the legacy of Music Row in the heart of Midtown Manhattan on West 48th Street, where many recording studios and music stores once stood. Now, guests can really be a part of all of the entertainment options New York has to offer.

In keeping on brand, this latest Hard Rock location showcases an array of memorabilia of rockstar outfits and instruments throughout, with some notable displays including a classic leather motorcycle jacket owned and worn by Joey Ramone; a pair of silver patent leather boots worn by Lady Gaga; and handwritten lyrics for John Lennon's 1972 ode to his adopted home, "New York City."

This hotel is much more than a space, but an experience, where live music remains the theme across all public spaces, as well as multiple entertainment venues where artists host live concerts, interviews, and more. This extends to the guest rooms, where signature brand experiences and amenities include Crosley record players and Fender guitars in-room, and music-infused designs throughout the hotel. Forget chocolates, you might just find a guitar pick on your pillow upon returning to your room.

Artwork associated with music as well as with images of famous musicians can also be found in all the rooms and suites, as can floor-to-ceiling windows complete with the lights of Times Square. The Platinum Suite offers a powder room in addition to a luxurious master bathroom with standalone tub and rainfall shower, plus a banquet and separate living space, while the Grammy winner for rockstar room goes to the Rock Star Suite. This two-story penthouse with open-plan living and dining space and bar, features a 1,600-square-foot private terrace, plus VIP direct access to RT60 Rooftop Bar & Lounge.

From in-room yoga experiences with Rock Om[®] to a fully equipped gym, guests can find their inner balance before rocking out to live music in one of the hotel's bar or lounge areas.



The hotel also offers a diverse array of dining options for any occasion. RT60 Rooftop Bar & Lounge, with both indoor and outdoor seating, offers expansive city views from the 34th floor, as well as the most current and internationally recognized DJs and enticing drink and bites menu. Upscale dining at NYY Steak, in partnership with the New York Yankees, gives an old-fashioned steakhouse vibe but with a more comfortable and modern dining room experience. Your Hard Rock Hotel New York experience is sure to hit a high note with an all-day menu of farm-fresh seasonal cuisine in a music-inspired setting at Sessions. They also have an exciting lineup of live music and special performances from Thursday to Saturday and provide an ideal spot for hosting private events, especially with their outdoor terrace.

Whether you're looking for a staycation, a trip to the city getaway, or experiencing a concert or performance, you can rock out hard at the city's latest hotel to grace its dreams-can-come-true skyline. **P**

hardrockhotels.com

"DISPLAYS INCLUDE A CLASSIC LEATHER MOTORCYCLE JACKET OWNED AND WORN BY JOEY RAMONE; A PAIR OF SILVER PATENT LEATHER BOOTS WORN BY LADY GAGA; AND HANDWRITTEN LYRICS FOR JOHN LENNON'S 1972 ODE TO HIS ADOPTED HOME, 'NEW YORK CITY.'"