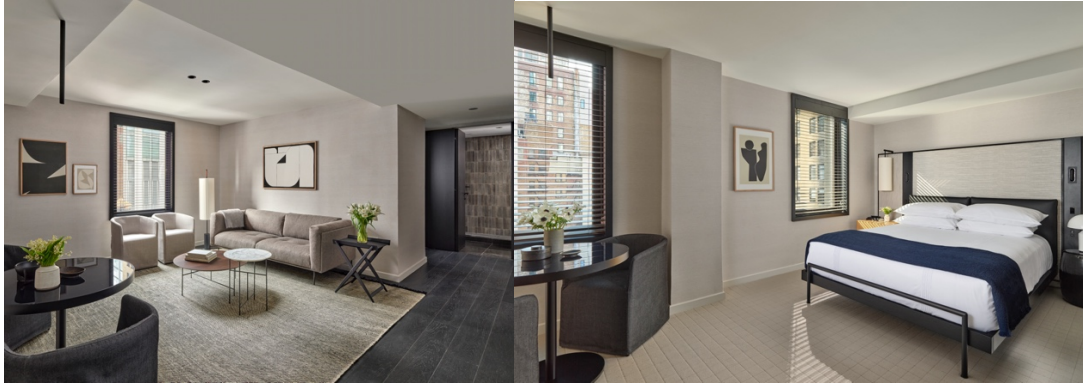


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## **Hotel AKA NoMad Debuts Today as NYC's Newest Ultra-Luxury Experience and also Marks Piero Lissoni's First NYC Hotel**

*AKA Brings the World's Most Livable Hotel with Sophisticated Style and Residential Comfort to the Heart of Manhattan's Design District*



**(New York, NY) May 23, 2023** – [AKA](#), a global leader in luxury hospitality and the creator of the World's Most Livable Hotels®, expands further in New York City's Midtown with the opening of [Hotel AKA NoMad](#). Located on a prime corner of Madison Avenue, in the trendy NoMad neighborhood, the luxury, design-centric hotel is perfectly woven into Manhattan's Design District, surrounded by the city's best shopping, showrooms, dining and entertainment. The Lissoni New York team designed property showcases culture and artistic flair to match the stylish neighborhood with the utmost in luxury and sophistication for both leisure and business travelers.

“With NoMad's acclaim as the city's newest Design District and AKA's emphasis of design-driven experiences, the midtown neighborhood is a natural extension for the brand and an incredible addition to our NYC collection,” said Larry Korman, CEO of AKA. “Hotel AKA NoMad itself is a design destination with a unique ethos unlike any other in the neighborhood. With AKA's core residential philosophies woven into our new hotel property, we have evolved the traditional hotel category to offer a high-quality experience that is more livable.”

### **Distinguished Design**

Hotel AKA NoMad marks renowned architect Piero Lissoni of [Lissoni New York](#)'s first New York City hotel and second hotel project in the U.S. following the opening of [Hotel AKA Alexandria](#) in April.

The elegant property is a refined oasis with well-appointed amenities and services. Upon entering the hotel's lobby, guests are greeted in an atmosphere of harmony and peace. The Lissoni New York team pulled influence from Japan and Scandinavia when conceptualizing the design of the hotel. Guests can see the Japanese and Scandinavian minimalist inspiration in the sleek materials and clean lines used throughout the space, as well as the warm tones and colors.

The collection of art and objects found throughout the public spaces and guestrooms combine Japanese design with the beauty of Nordic simplicity. The wall of the lobby immediately showcases eye-catching, specialty art pieces by Dutch duo *X+L*, that are abstract geometric compositions made with hand dyed and handwoven silk stitched together.

A focal point of the ground floor is the signature Lissoni-designed staircase floating in the center of the lobby. Featuring a bronze, metallic painted steel with Pietra d'Avola treads, the structure is origami like in

shape. The staircase brings guests to the Mezzanine Lounge. This second-floor lounge features elegant seating nooks perfect for work, intimate conversations, or enjoying the European-styled breakfast.

“Apropos of music, this opening is very much like a first night for us. We are launching a new space in New York with all the jitters of a first night, and like every self-respecting ‘musician’, I’m also hoping to see a full house for the second, third, fourth, fifth and for all the performances that will follow,” states Piero Lissoni.

Stefano Giussani, CEO and Partner of Lissoni New York says, “We can view Hotel AKA Nomad as the container of our design vocabulary. We speak the same language now. Welcome!”

### **Superior Urban Experience**

Hotel AKA NoMad offers design-forward accommodations that range from exceptional guestrooms to impressive suites, each exuding a serene, residential ambience. The decor combines a striking yet soothing color palette and sleek surfaces of metal, ceramic and stone with superior furnishings and fixtures by LEMA, Living Divani, Porro and Salvatori. In many guestrooms a special, custom designed window seat lays below large windows for guests to take in city views, relax with a book or enjoy morning espresso. Guestrooms have mini bars all of which have Nespresso machines and suites will have stocked wet bars with refreshments. The artworks in the rooms are from different Scandinavian artists all chosen by art curators at *The Poster Club* for their soft, organic, graphic simple shapes, in line with Lissoni’s design approach in the hotel. Artists on display in the guestrooms, include *Atelier Cph*, showcasing timeless, abstract, and minimalistic pieces; *Estelle Graf* with work that reflects shifting energies in minimalist ways; *Moe made it*, that includes paper cut, hand drawings and serigraphy; as well as *Nord Projects*, with art pieces that reflects human emotions. The bathrooms are both striking and serene, featuring gorgeous ceramic tiles and limestone surfaces paired with Fantini fixtures.

Many suites are located on the upper floors of the building with spectacular views of the Empire State Building. The spacious accommodations offer residential comforts AKA is known for, with separate living areas. Select suites feature private landscaped balconies for coveted outdoor enjoyment in the city.

### **A Taste of NoMad**

Under *Atelier AKA F+B*, an innovative food and beverage consultancy with award-winning chef and restaurateur Greg Vernick, Hotel AKA NoMad features a world-class wine bar for guests of the hotel. The wine bar offers a thoughtfully curated wine list highlighting an exciting collection of national and international vineyards and labels.

Additionally, Cristian Molina will lead the impressive cocktail program at the Wine Bar. The menu includes classic cocktails and inventive combinations with Molina’s notable use of locally sourced, seasonal ingredients and innovative preparation methods. Molina uses only the freshest and most naturally sourced ingredients in his juices and cocktails and experiments with such techniques as de-hydration and re-hydration, sous-vide cooking, steaming, curing, and pureeing to create unexpected drinks.

### **Thoughtful Amenities to Enhance Your Stay**

Hotel AKA NoMad offers a range of well-appointed amenities and services for a memorable visit. On the fourth floor is a guest library with comfortable seating and workspaces for those traveling for business and offering a relaxing area for those who want to unwind. Later this summer, just off the library, guests will find the exclusive a.terrace to enjoy during the day, complete with a cinema for warm-weather, intimate evening movie screenings. A Technogym fitness center has the latest state-of-the-art equipment.

Hotel AKA NoMad guests also receive exclusive experiences at Remedy Place, a first-of-its-kind social wellness club, a short walk from the hotel. AKA guests can enjoy Remedy Place’s state-of-the-art Tech-remedies, a bespoke curated treatment designed to work with travel schedules while visiting New York City.

A special note, the iconic NoMad building, Hotel AKA NoMad, located at 131 Madison Avenue celebrates its centennial year in 2023, perfectly timed to the hotel’s opening. Hotel AKA NoMad marks AKA’s fourth

property in New York City, including the hotel residences AKA Central Park, AKA Sutton Place and AKA Times Square. The brand currently has a total of sixteen properties.

For more information and to book a stay at Hotel AKA NoMad, please visit:

<https://www.stayaka.com/hotel-aka-nomad>.

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### **About AKA**

AKA, a global leader in hospitality, offers design-driven, sophisticated accommodations with exceptional wellness, dynamic dining, business services, and first-class lifestyle amenities in iconic neighborhoods. As a pioneer in luxury long-stay living, AKA has leveraged its core residential philosophies to evolve the hotel category into a high-quality experience that is more livable. While each property is unique, they all reflect a tranquil and bespoke design that strikes the perfect balance between the privacy and contentment of a fully appointed residence and the hospitality of an intimate hotel. AKA is a division of Korman Communities, a five-generation residential real estate company, with properties in premium destinations in major metropolitan markets, including, New York City, Los Angeles, Philadelphia, Miami, West Palm Beach, D.C., Alexandria, Boston, and London neighborhoods. For more information, visit <https://www.stayaka.com>.

### **Lissoni New York**

Lissoni New York is the North American office and interior design practice of architect and designer Piero Lissoni, it is an extension of Lissoni & Partners, the Milan-based interdisciplinary studio.

Throughout the years, Piero Lissoni has built an international reputation for distinctive design anchored in thoughtful exploration with its diverse clients. In 2015, Lissoni New York was created to bring this expertise to interior design and architectural projects throughout North and South America. A rigorous dedication to each design project has led to a reputation for authentic and exceptional design solutions for spaces that occupy unique environments.

The practice is committed to a holistic approach to place-making that synthesizes global influences, context, and innovation. Each project is approached as an opportunity for scholarship and innovation, and in keeping with the heritage of the Italian Renaissance, every element of the human experience is taken into consideration as the concept evolves. <https://www.lissoniandpartners.com/en/>.