



Travelers today want to feel a connection to the property they choose to ensure an authentic experience. This month's featured project is 11 Howard, a new boutique hotel, located just outside of NYC's trendy SOHO neighborhood that is a collaboration between Beyer Blinder Belle, Anda Andrei Design and Space Copenhagen.



**11 Howard** fuses Scandinavian minimalism with social awareness. The first brand to coin the term "conscious hospitality" supports the community with furniture, décor and art from local artisans and reaches beyond the property by donating proceeds from those who book directly with the hotel to charitable organizations. Check in with a purpose!

The design team stayed true to the North Germanic heritage with a muted color palette. Each of the 221 guest rooms showcase the light, 7" wide plank, engineered oak hardwood floating floor with a custom whitewash stain, supplied by Architectural Systems. **#BeAuthentic**  
**#FeelConnected**

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