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## CITIZENM HOTEL NEW YORK, DEVELOPED BY BRACK CAPITAL REAL ESTATE, OPENS NEAR TIMES SQUARE

**NEW YORK, NY – April 22, 2014** – Brack Capital Real Estate (BCRE), a global real estate investment and development company, and developer of the citizenM Hotel New York, announced that the Times Square adjacent hotel is officially open. Located at 218 West 50<sup>th</sup> St., the 230-room property is the first citizenM hotel in the U.S.

“It has been rewarding to partner with such a forward-thinking brand as citizenM and to help provide a platform for their U.S. introduction,” said Isaac Hera, chief executive officer of BCRE-USA. “We hinge our development philosophy on creating unique properties that add value to the landscape, and citizenM certainly furthers this goal. Brack Capital looks forward to the opening of our latest hotel property and we continue to seek strategic development opportunities in New York, as well as across the country.”

The 21-story ground-up development, designed by Concrete with architecture by Montroy Andersen DeMarco Architects, showcases a central lobby with living room-inspired design, soaring 26-foot ceilings and floor-to-ceiling bookshelves housing a unique mix of art and objects sourced from around the world. As with all citizenM properties, citizenM Hotel New York will highlight a world class collection of contemporary art and photography from such luminaries as Andy Warhol, Daido Moriyama and David LaChapelle, as well as a commissioned piece in the lobby by Julian Opie and a Jen Liu work along the façade.

citizenM Hotel New York also offers cutting edge amenities including self-check-in, fitness center with views, customizable guest rooms through touchscreen MoodPads, a communal workspace with Apple iMac stations, a design partnership with acclaimed Swiss furniture brand Vitra and an outpost of Amsterdam’s leading creative bookstore, MENDO. citizenM Hotel New York will also offer several outdoor spaces including a rooftop bar with panoramic city views and landscaped outdoor courtyard, as well as a 24-hour cafeteria with full service cocktail and coffee bar.

BCRE is a worldwide real estate investment and development company active in large scale international real estate investment, development, and M&A activities. BCRE has developed and invested in more than 40 million square feet of office, hotel and retail space, including 3,000 residential units, internationally.

### **About Brack Capital Real Estate**

*Brack Capital Real Estate (BCRE) is a worldwide real estate investment and development company with offices and teams in New York, Miami, Frankfurt, Düsseldorf, Moscow, Kazan, New Delhi, Mumbai, Beijing, Amsterdam, Budapest, and Limassol. BCRE is active in large scale international real estate investment, development, and M&A activities. Over the past two decades, BCRE has acted as principal in investments of over \$8.5 billion, primarily in the US and Europe. During this same period BCRE has been a lead party in financing and refinancing transactions of over \$10 billion. As a developer and investor, BCRE has taken the lead in more than 40 million sq. ft. of office, retail, and residential projects. BCRE’s NY projects include 15 Union Square West; 90 West Street; the Element, at 555 West 59<sup>th</sup> Street; The Olcott, at 27 West 72<sup>nd</sup> Street; The Hilton Garden Inn, at 63 West 35<sup>th</sup> Street; 218 West 50<sup>th</sup> Street; 189 Bowery Street; The James New York, at 27 Grand Street and The Indigo Hotel at 180 Orchard Street. For additional information about BCRE, visit <http://www.brack-capital.com>.*

### **about citizenM hotels**

*Headquartered in Amsterdam, citizenM has revolutionized the hospitality experience for today’s modern mobile traveler with its offbeat sensibility and emphasis on affordable luxury, technology and style. Founded by Rattan Chadha, former owner and founder of the Mexx International fashion company, citizenM’s core team includes creative professionals from both the hospitality and fashion industry. Now in Amsterdam, Glasgow, London, Rotterdam and New York, citizenM is rapidly expanding with additional properties planned for New York, London and Paris. The company is also planning a property roll out in Asia. [www.citizenM.com](http://www.citizenM.com)*

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