

April 18, 2014

NEW YORK CITY'S 10 BEST NEW HOTELS



CITIZENM

Opened: April 2014

Vibe: Social hub for Gen Y travelers.

Newcomer citizenM (from \$199/night) is short for “citizen mobile” and that’s the vibe of this vibrant Dutch transplant located on 50th St. in Midtown West. All 230 rooms are identical (except for handicap rooms) and resemble a sleek cruise ship cabin, measuring 170 square feet with a white duvet-covered, king-size bed that touches three walls, and a pod-like bathroom. Check-in is at six airport-like kiosks that pop out a room key guests use to charge incidentals (at the two bars and 24-hour grab-and-go eatery). The key

doubles as a luggage tag that instantly checks you in when swiped during your next stay at any citizenM (also located in Amsterdam, London, Rotterdam, and Glasgow).

Standout Feature: An in-room “MoodPad” lets you alter lighting (both brightness and color), music, and even digital artwork—but the lobby, with its soaring bookshelves, Vitra furnishings, Julian Opie wall mural, communal work spaces, and outdoor areas is the real stunner here.