

# FIFTY NYC

AN AFFINIA HOTEL

## FACT SHEET

**Address:** 155 East 50th Street New York, NY 10022,  
Tel: 212-751-5710 | Fax: 212-753-468

**Overview:** Fifty NYC opened in October 2004 after a \$12-million renovation as an executive club suite hotel. In November 2013, the hotel unveiled its latest \$19 million, top-to-bottom redesign, encompassing all guest rooms and suites, as well as all public spaces, including the lobby, popular second floor Club Room and corridors.

The hotel is conveniently located in the heart of midtown, just blocks away from Manhattan's major attractions such as Fifth Avenue shops, Rockefeller Plaza, corporate headquarters on Park and Madison Avenues, world-class restaurants and Grand Central Station. Fifty NYC is two blocks from the 6 subway train, making it conveniently accessible to the city's top attractions.

**General Manager:** Brian Gehlich

**Renovation:** The first renovation for the property in ten years, The Fifty's transformation, pays homage to its surroundings; capturing the energy and evolution of the neighborhood, while blending the comforts of home. The boutique hotel's overall design offers more of an open layout, created to reflect a chic, city-smart space.

**Guestrooms:** The renovation expanded the hotel's inventory with 41 additional rooms for a total of 251 guestrooms, including 100 rooms with urban kitchens and 19 with private terraces with Manhattan skyline views.

**Guestroom Amenities:**

- Custom-designed bed covered with a down comforter and wrapped in luxurious triple sheeting
- Urban Kitchens in all studios & suites
- Six-choice pillow menu (Buckwheat, Down, Hypo-Allergenic, Magnetic Therapy, Sound, and Swedish Memory Pillow)
- Flat screen TVs with Web browser
- MP3 player
- Shower with thermostat control to preset water temperature
- Comfort Zone eco-friendly bath amenities
- In-room safe
- Hair dryer
- Iron and ironing board

**Guest Services:**

- Club Room with communal tables, lounge seating, a fireplace, TVs, and coffee/tea station
- Lobby Lounge with iMac computers, a printer & fireplace
- Free Wi-Fi in all public spaces
- Wine Hour available daily from 5-6PM
- Curated art collection by local artists
- Sip + Sketch art program with professional NYC illustrators
- 24-Hour Cupboard in Lobby, offering sundries and snacks

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- Grocery kits from FreshDirect (starting from \$70)
- Gourmet cold-pressed juices by Love Grace (\$10)
- Continental breakfast served in the Club Room (\$16.95 per person, \$7.95 for children)
- 24/7 Gym with Life Fitness equipment
- Room service
- Valet Parking
- Coin-operated laundry
- Corporate / monthly rates

**Design & Décor:**

Fifty NYC is an artfully residential hotel that captures the spirit of the Midtown neighborhood and energy of New York City in its atmosphere with a collection of local artwork and eclectic treasures found throughout the city.

Re-imagined by celebrated architect Nobutaka Ashihara and international interior design firm Dawson Design Associates, the property's approachable yet modern environment is achieved through textures, rich woods and classic lines – all of which underlie Fifty NYC's boutique hotel experience.

**Business Features:**

All of Fifty NYC's rooms feature:

- Workspace with ergonomic chair
- High-speed wireless Internet access
- Cordless phones with direct dial and voicemail
- Dataport for fax, computer and modem hookup with desk-level access
- Task lighting
- Extra electrical outlets on sides of bedside tables

**Club Room:**

The redesign of the Fifty NYC's ever-popular Club Room incorporates striking new access through the lobby by way of a sweeping, stainless steel-and-stone staircase. The space – exclusive to guests for socializing, relaxing, or taking advantage of complimentary Wi-Fi – will be adorned in gleaming hard woods and lush carpets. Several distinct sections make the living room-like space ideal for small groups to gather for a Manhattan private reception event.

Guests enjoying getting together by the fireplace in the Club Room's Den, can enjoy a glass of wine from hotel wine partner Balance during nightly hosted wine hours (5 – 6 PM), or with a cup of hot tea or coffee, served all day. The Club Room can accommodate intimate gatherings or corporate meetings from 15 – 20 people.

**Affinia Hotels Experience:**

**Affinia Happenings:** From Football Sundays to drawing lessons, a variety of experiences are available for guests to appeal to their personal pursuits and interests. For a calendar of events, visit [affinia.com/happenings](http://affinia.com/happenings).

**VIPaws:** Affinia extends gracious service and personal attention to guests' four-legged companions with the VIPaws program. The program features a variety of in-room amenities and other pet services, including signature water and food bowls, an assortment of gourmet treats and toys, dog stairs, oversized pet bed and City Walks walking maps with pet-friendly neighborhoods.

**Managed By:**

Denihan Hospitality Group

**Social Networks:**

Website: [Affinia.com](http://Affinia.com)

Facebook: [www.facebook.com/AffiniaHotels](http://www.facebook.com/AffiniaHotels)

Google+ FiftyNYC

Twitter: @AffiniaHotels

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