



THE MANY FACETS OF GRANDEUR

Global Luxury Manufacturer Reaches a Hospitality Milestone

By Stephanie L. Howitt

Transcending 550 feet into Midtown Manhattan's skyline is an illuminated fixture of unmatched opulence and sophisticated refinement. The Baccarat Hotel & Residences New York is the first hospitality venture for the legendary crystal maker, Baccarat.

This march will culminate the first anniversary since the debut of the 'House of Baccarat'. The global flagship, a glistening jewel box in the sky whose sharp detail captured the essence of a legacy, symbolizes that the continued lifestyle expansion of this luxury brand is not only an organic transition but one with unlimited potential.

As Baccarat's decorative arts have been subtly present within the backgrounds, further enhancing the art of entertaining for centuries. For over 250 years, its crystal stemware has graced the lips of dignitaries, delicately complemented the presentation of fine cuisine, and illuminated the faces of aristocracy during the delightful interchange of repartee.

Since first commissioned on October 16, 1764, in Lorraine at the royal decree of King Louis XV of France, the beautiful crystal works have served as a visual representation of perfection, one which celebrates life and

timeless tradition while echoing the detail of French craftsmanship. The Baccarat signature is one of tireless passion in tandem with an increased strive for excellence and concentration of technical skill. The company is one of the most decorated in France. Many of its artisans have earned the celebrated title of Meilleurs Ouvriers de France, the highest honor bestowed on extraordinary talent.

Similar to the curated collections housed within the adjacent Museum of Modern Art (MoMA). The evolution of the brand which has spanned centuries can be contributed to the progressive design collaborations by the notable Georges Chevalier, Salvador Dali, Ettore Sottsass and Philippe Starck. All of which have allowed the company to transition effectively into modernity without compromising its founding ethos.

Capturing the iconic identity of a brand steeped in tradition, with intentions of bringing it to habitable fruition was no easy feat. Never the less, it became the passionate undertaking of Barry S. Sternlicht, Chairman & CEO of Starwood Capital Group and Founder of the affiliated SH Group, a hotel brandmanagement company which manages the daily operations of The Baccarat Hotel & Residences.

To create a hospitality haven worthy of the worldrenowned Baccarat insignia, Sternlicht took a page from its predecessor and enlisted the help of top industry experts, each of whom brought a uniquely distinctive design perspective with a universal execution of detail. The result, was a contemporary rendition of a Parisian hôtel particulier , reinforcing the oldworld charm of the brand's heritage with modern adaptations.

Successfully contributing to the alterations of the metropolitan skyline from the 20th and 21st centuries, leading architectural and urban planning firm Skidmore, Owings & Merrill LLP (SOM), devised plan for the 50story tower utilized the natural light and expansive cityscape views with the construction of a seamless linear structure, composed of inset glass and metal accents. Referencing the movement of light as it interacts within the purity of crystal, the firm enhanced the facade with an application of a 125foot wide prismatic glass curtain, manipulating the light as it refracted and reflected through the series of corrugated facets. The translucency of the materiality creates exterior intensity while showcasing the ambiance of interior illumination from street level.

Patrick Gilles and Dorothée Boissier, the design duo behind the Parisbased design firm of Gilles & Boissier led the design development of the interior at The Baccarat Hotel, which included grand salonstyle public spaces displaying custom furnishings and unreleased work from Baccarat archives. The 114 elegantly appointed accommodations, make reference to the brand's decorative arts as they are steeped in a carefully chosen color palette of ivory, platinum, champagne, and steel. Each level, ranging from guest rooms to suites evokes the intimacy found within a private pied-à-terre. All of which, feature floortoceiling windows, handpainted panels, custom jacquard linens by Mascioni, whitemarble bathrooms, with Baccarat crystal accents throughout.

Exquisite attention to detail from product to service, inroom modern amenities include state of the art technology, featuring a onetouch control device, a concealed flatscreen within smoked mirrors, products by Perfumer Maison Francis Kurkdjian, and delicate delights from Maison Ladurée i n Baccaratred themed minibars. Select Baccarat suites also include La Mer beauty products, complimentary champagne, fresh flowers, by-appointment hair blowouts, and dedicated hosts, in addition to the full range of onsite amenities.

The extensive art collection which supports the interior enhancement of The Baccarat Hotel & Residences was curated by the discerning eye of art connoisseurs, Stéphanie and Frédéric Chambre. Visually representing the natural progression of the Baccarat brand, the collection is composed

of mixed media work dating from the 18th century to present day. The artwork throughout the premise is in conjunction with largescale installations and the work from eleven additional artist collaborations; each tapped to commission a piece with the inclusion of the iconic Harcourt stemware. All held within illuminated glass vitrines dispersed throughout the interior, to shape corridors and provide initial inspiration upon entry of guest rooms and suites.

Architectural Digest 100 member, Tony Ingrao, led the residential design of The Baccarat Residences. The 60 residences from floors 18-49, range from one to five bedroom units with fullfloor and duplex configurations. The architectural details match, if not arguably surpass, the level of craftsmanship set forth by Baccarat artisans. Each residence features Baccarat lighting fixtures and hardware, custom tailored kitchen cabinetry made from lacquered ebonized walnut with stainless steel and polished nickel accented

frames, sixinch white oak plank custom flooring and bathrooms of Lido white marble throughout.

Residents have on-demand access to the worldclass hotel amenities so that they may retreat from the urban jungle with the assistance of a chauffeured vintage Citroën DS. Safely within the confines of the Spa de La Mer, comprehensive fitness studio, or 55' cabanalined pool before enjoying an afternoon filled with Mariage Frères specialty blends brewed by the tea sommelier.



Located through one of the three doors at The Baccarat Hotel & Residences lies their signature restaurant, Chevalier. A modern interpretation of the Parisian Brasserie developed by interior designer, Stephen Stills.

Overseen by Michelinstarred executive chef Shea Gallante, Chevalier offers a contemporary take on the French culinary experience. Before concluding the night at The Bar, an opulent setting in shades of crimson for selected wines and crafted cocktails served in a vast array of Baccarat crystal.

The Baccarat Hotel & Residences changes the way one evaluates luxury hospitality. Its ability to create an expansive narrative experience, temporarily alters one's lifestyle, transporting guests into the world of Baccarat through its artisanal service and impeccable style. This newly evolved lifestyle brand will continue to translate on a global scale with project developments in Rabat, Morocco, Doha and Dubai, proving that the concept of luxury is universal.

baccarathotels.com
baccaratresidencesny.com