

Moxy Times Square: Stylish midtown whimsy



The 612-room Moxy Times Square opened in September. Left, the Magic Hour rooftop lounge. Above, a quad room with twin bunk beds. Amenities include foldaway furniture, rainfall showers and pegboard closets.

PHOTO BY SETH BROWARNIK

By Kristy Alpert

I entered the midtown Manhattan elevator just as my phone lit up with a text message from a colleague. “I’m here,” it read. “Let’s meet at the puppy station behind the trampoline girls at the other end of the basketball court near the lobby bar.”

Puppy station? Trampoline girls? I was one floor down from the grand opening party for the newest Marriott hotel in New York, the Moxy Times Square, and

my thoughts raced at what I was about to experience.

The ding from the elevator brought me back to reality only briefly before the doors opened and I was suddenly transported into the fantastical world of Moxy’s making. Costumed waitresses passed around slender flutes of Champagne while tuxedoed bouncers kept a watchful eye on the goings on as guests sauntered wide-eyed through the rabbit-hole-esque spaces, ranging from an adult face-painting room and a bubble-themed ball pit room to an open-air, rooftop play-

ground with a working carousel and a permanent putt-putt course that plays in the shadow of the Empire State Building.

Although puppy playpens, adult ball pits and pop-up sporting arenas aren’t nightly features at the Moxy Times Square, they aren’t a far cry from this young hotel’s fresh and funky offerings.

Moxy Hotels is Marriott International’s experiential, design-driven brand that launched in Europe in 2014. Moxy Hotels has become famous for its stylish boutique-hotel accommodations with tech-enabled rooms, sleek spaces, unob-

In-room technology is a highlight, including screencasting technology that offers access to streaming services.

Reigniting city sparks with stay at Arlo NoMad

By Michelle Gross

They say nothing makes you fall more in love with your city than leaving it for a few days. After nearly 10 years of living in New York, it’s a sentiment I’d tend to agree with.

While I love a lot of things that come with living in New York, I long for the days when everything was new. It’s always a treat to experience the city through the lens of friends or family who come to visit. That look of surprise when a mound of piping-hot pastrami on rye comes off the line at Katz’s. The buzz of the theater after a Broadway show. Walking up the steps of the Met for the first time.

I’d been thinking a lot about my tenure here in NYC when the Arlo NoMad invited me out for a one-night staycation.

Tucked away in the heart of midtown on East 31st Street between Fifth Avenue and Madison Avenue, the Arlo is right

around the corner from the Empire State Building, Koreatown and Madison Square Park and bills itself as “a home base for urban explorers.”

Lauded for their unique design concept, Arlo properties are also leading the charge worldwide when it comes to the microbrand concept. With 249 rooms ranging from 150-square-foot twin trunk beds to queen beds, king beds and queen terrace rooms, this is not the place to stay if you want some room to sprawl. It is, however, the place to go to for a trendy city getaway in the heart of it all.

After grabbing a six-pack of Brooklyn Lager from the nearby CVS, I made my way up to my queen corner room on the 29th floor.

Undoubtedly, the ultimate wow factor when I walked in was the unadulterated city views. Nothing but skyscrapers from east to west, this was a far cry from my walkup-dwelling days. As the sun began

to set over the Manhattan, I toasted to the city from my mini-urban treehouse while taking the opportunity to take every selfie imaginable.

After selfie hour was over, I made my way downstairs for some predinner cocktails at Barlo. Thursday was Haiku Night, and as I sat sipping a Woodlawn, which included Rittenhouse rye and sweet vermouth, I tried my best to come up with some witty, city-inspired puns.

After drinks it was time for dinner in the hotel’s basement-level Italian joint, Massoni. The brainchild of David Massoni, Dale Talde and John Bush, the meatballs and garlic knots, squid ink pappardelle and charred Brussels sprouts and ricotta pizza didn’t disappoint, and before I knew it I was back upstairs at the Barlo for a nightcap.

The next day, still full from gorging on garlic knots, I decided to skip morning yoga class and enjoy a light brunch

trusive service and artistic events. The brand’s aim is to surprise travelers with fun and playful experiences at an affordable price point in major cities around the world, and the Moxy Times Square does no less.

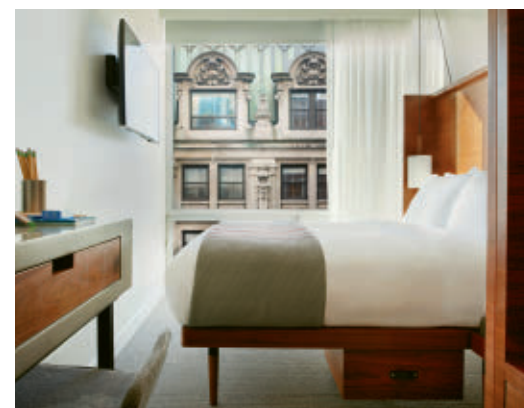
The hotel opened in September at the corner of Seventh Avenue and 36th Street, with 612 guestrooms designed by Yabu Pushelberg. Rooms range from king suites to quad rooms with twin bunks (150 to 350 square feet) and come with cool features like foldaway furniture, rainfall showers and pegboard closets.

In-room technology is a highlight, where free WiFi, Bluetooth soundbars and large flat-screen HDTVs are standard along with complimentary personal screencasting technology that enables guests to stream Netflix, Hulu, YouTube and more.

The Moxy Times Square’s building was once used as an affordable option for working-class men when it was built in 1907 as the New Mills Hotel, and the Moxy has maintained that cost-conscious aspiration, with rooms starting at \$139 per night.

The hotel was also designed with more than 22,000 square feet of flexible event and meetings space as well as five food and beverage options that include NYC’s largest hotel rooftop lounge, Magic Hour; Egghead, an egg-centric spot serving breakfast all day; Bar Moxy in the lobby lounge; Legasea, a seafood brasserie run by chefs Ralph Scamardella and Jason Hall; and the Pickup, a grab-and-go cafe open until midnight every night.

For anyone holding out hopes for ball pits and puppy stations, fear not, as the hotel’s regular calendar is already booked with pop-up trunk shows, nightly jam sessions, rooftop fitness classes with modelFIT x Moxy, a speaker series, collaborations with local and digital artists and more. Visit moxy-hotels.marriott.com/nyc/timessquare.



A queen room at the 249-room Arlo NoMad, on East 31st Street between Fifth Avenue and Madison Avenue.

back at Massoni before setting off for the day. I hit three museums that day before grabbing a late lunch at Shake Shack in Madison Square Park. It was the perfect mini-staycation and micro hotel to help me fall in love with this miraculous city all over again.

The starting rate for a twin bunk room is \$199 per night. See www.arlohotels.com/arlo-nomad.