

Media Kit - NH Collection New York Madison Avenue



Hotel

Located in the heart of Manhattan, **NH Collection New York Madison Avenue** immerses guests in the vibrant atmosphere of one of the city's most iconic avenues - renowned for its groundbreaking advertising agencies that defined the Golden Age of Advertising.

Housed in an elegant red-brick building with over a century of history, the hotel blends vintage charm with modern sophistication and avant-garde spirit. The interiors, meticulously curated, reinterpret the glamour of the '50s and '60s through refined design touches that extend across the lobby, lounge and guest rooms.

Thanks to its unique style and character, NH Collection New York Madison Avenue was awarded **"Most Instagrammable Hotel in North America"** by Luxury Travel Advisor in 2022.

The hotel enjoys a prime location between Madison Avenue and 38th Street, few steps away from some of New York's most iconic landmarks, including the Empire State Building, Grand Central Station, and prestigious Fifth Avenue. In just a few minutes, guests can reach Times Square, Central Park, and NoMad, one of New York's trendiest districts, celebrated for its striking architecture, high-end boutiques, and world-class restaurants.

A short walk away is also the High Line, one of the world's most famous urban parks, built on a former elevated railway and offering panoramic views of Hudson Yards, the Meatpacking District, and Chelsea's skyline.



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Services and facilities

Following a complete renovation in 2021, NH Collection New York Madison Avenue reopened its doors with 288 rooms and suites featuring a contemporary design. Every space has been carefully designed to offer the highest standards of comfort and technology, with high-speed Wi-Fi, temperature control, European and US power outlets, and Smart TVs with Chromecast. For those seeking an exclusive stay, the hotel offers 25 Junior Suites with views of the Manhattan skyline, as well as four Suites facing the Empire State Building. The crown jewel of the property is the Penthouse Empire Suite, featuring a large private terrace from which guests can admire the city from above. Guests can also enjoy access to a 24-hour gym and a stylish multifunctional lobby, with inviting lounge areas, cozy fireplaces, and refined interiors designed for moments of relaxation in a sophisticated setting.



The hotel provides a personalized guest experience, thanks to the presence of a dedicated Guest Relations Manager, always available to meet guests' needs, from booking museum tickets or show reservations, to arranging laundry services or limousine rentals.



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Gastronomy

NH Collection New York Madison Avenue offers a refined culinary experience in collaboration with the renowned **Serafina Restaurant**. To start the day in a balanced and delicious way, Serafina serves a generous European-style buffet breakfast, with a wide selection of baked goods, artisanal pastries, fresh juices, cold cuts and cheeses, fresh fruit, yogurt, and made-to-order hot dishes.



Serafina is a standout of contemporary Italian cuisine, combining top-quality ingredients with a warm and vibrant atmosphere. Located adjacent to the hotel lobby, the restaurant is open daily for breakfast, lunch, and dinner, welcoming both hotel guests and New Yorkers in search of an authentic gastronomic experience. Signature dishes include perfectly al dente spaghetti with parmesan cream, grilled branzino, wood-fired pizzas, and premium cuts of meat such as Porterhouse and Fiorentina steaks, all carefully selected and expertly prepared. The restaurant can accommodate up to 110 guests and also features a private dining room for up to 60 people, making it ideal for exclusive events. Its refined design, with plush sofas and a striking granite-marble bar, seamlessly complements the elegant aesthetic of the hotel.

After a dinner steeped in Italian tradition, guests can continue the evening at the sophisticated **MAD Bar & Lounge**, the hotel's signature cocktail bar inspired by the glamour of the '50s and '60s. The bar offers a wide and creative menu of cocktails and mocktails made with premium and super-premium spirits, including signature creations such as: Mr. Anejo Manhattan, a refined twist of the classic one and Lavender 75, an original reinterpretation of the traditional French 75, where lavender replaces violet in this high-proof botanical cocktail.





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Central Park experience

NH Collection New York Madison Avenue offers guests a truly special opportunity to immerse themselves in the beauty of Central Park with a curated summer picnic experience. Menus are designed to meet every need. Each picnic includes a blanket, an NH Collection tote bag, and gourmet dishes made with premium ingredients.



Meeting & events

The hotel offers meeting and events flexible spaces for up to 25 guests. The meeting room, located on the hotel's second floor, benefits from natural light and is ideal for private gatherings or intimate receptions. Audiovisual equipment, translation services, and sound technicians are also available on request.

