

New York Report

August, 2025

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1. Waldorf Astoria

Project Overview

The Waldorf Astoria, renowned as one of the world's leading luxury hotels, has reopened after undergoing a comprehensive renovation that took approximately eight years to complete. Completed in 1931, the hotel building is a historic structure considered representative of American Art Deco architecture and serves as a symbol of New York City's urban culture and hotel industry. The renovation project aimed to address the dual challenges of preserving historical value while adapting to the needs of next-generation luxury hospitality. The architectural design was led by Skidmore, Owings & Merrill, while the interior design was overseen by Pierre-Yves Rochon, who has extensive experience designing luxury hotels. The original design features, such as golden columns, marble floors, and mosaic ceilings, have been meticulously restored. In addition, historic furnishings, including the original large clock created for the 1893 Chicago World's Fair, have been reused. By blending the hotel's heritage into a modern space, the brand identity has been strengthened. All guest rooms have been renovated as part of the renewal. In addition to interiors based on calm colors and high-quality materials, some suites feature custom-made furniture and artwork to enhance the guest experience. Furthermore, a new art gallery, café, and event space have been added to the hotel, creating a multifunctional luxury destination that is more than just a place to stay. The massive investment in preserving the historic building and reopening the business represents not just renovation but a reconstruction of brand value and a reestablishment of competitiveness in the global market. The Waldorf Astoria is expected to once again redefine the landscape of high-end hospitality in New York with this relaunch.

Project Details

1. Waldorf Astoria
2. Hotel
3. Open Date: July 15th, 2025
3. Location: 301 Park Ave, New York, NY 10022
4. Target Customer: All
6. Website: <https://www.waldorfastorianewyork.com/>

Location Map





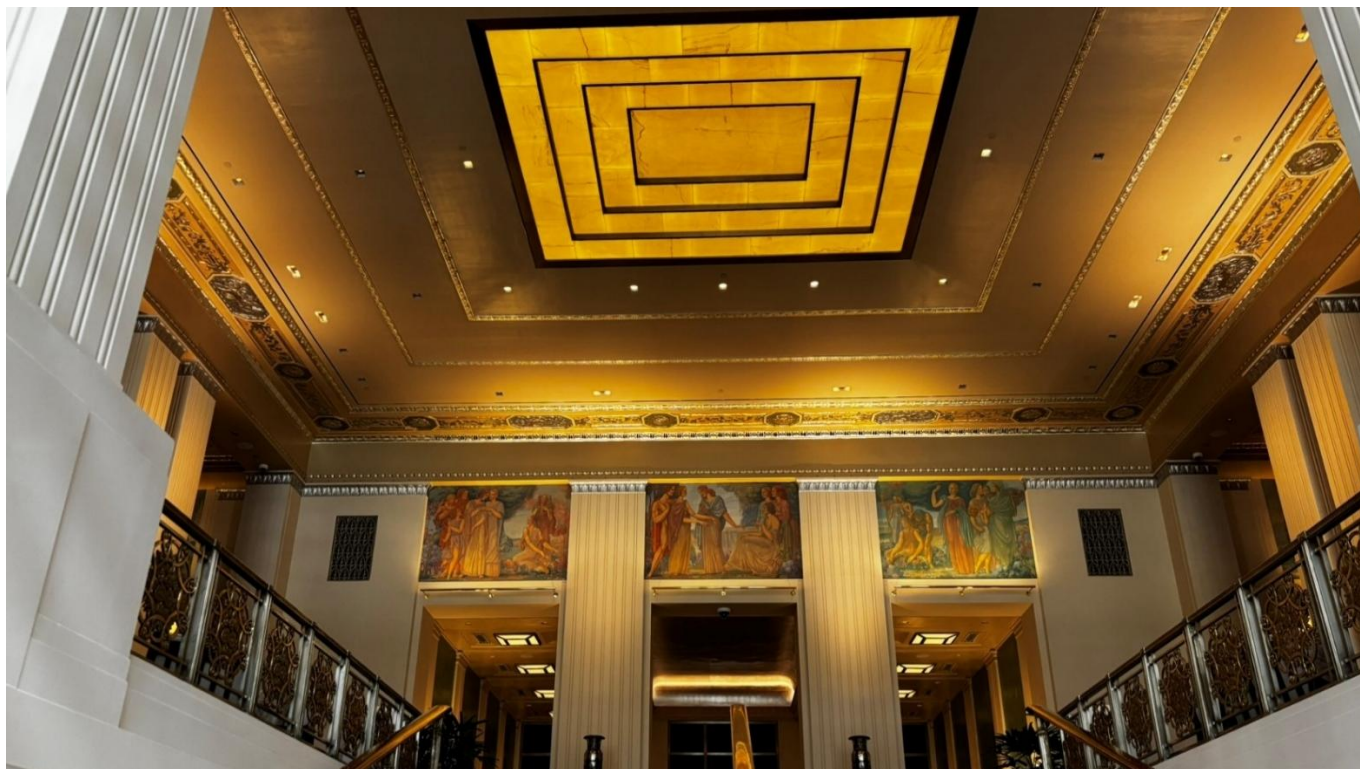
The iconic Waldorf Astoria hotel, located in Midtown among rows of office buildings.



At the entrance, visitors can spot a "Welcome Back" sign

of the world's leading luxury hotels, has finally reopened following a comprehensive renovation.

After being closed for eight years, the Waldorf Astoria, renowned as one



A colorful entrance hall with art decorating the high ceilings



The entrance has a stately atmosphere, with attention paid to even the smallest details.



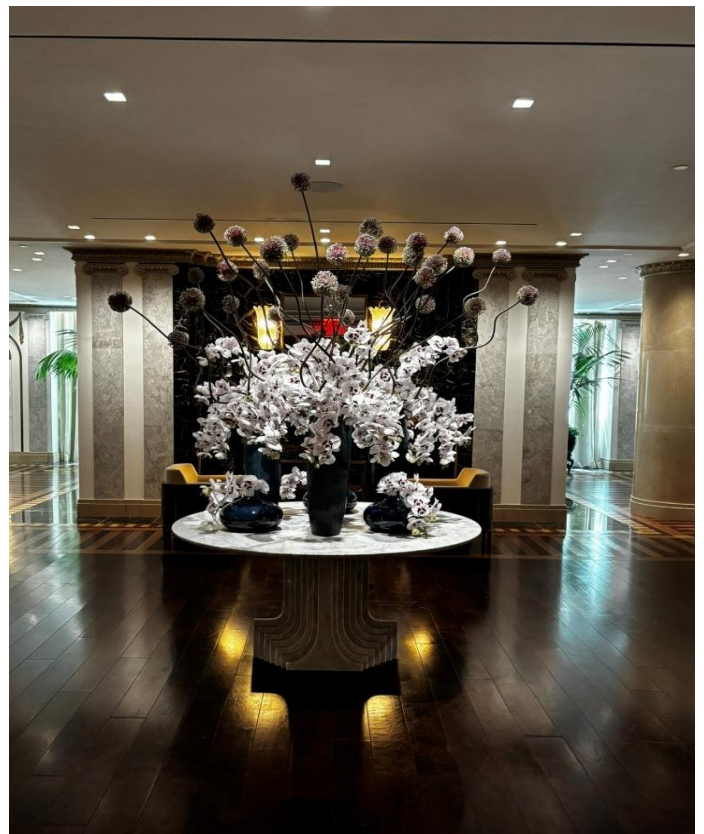
Lobby lounge



The lounge area is spacious and comfortable.



Gorgeous Art Deco chandelier



Arrangements displayed throughout the venue



A design that blends classic and modern styles



The bar area features a large clock gifted by Queen Victoria; as well as a Steinway piano beloved by composer Cole Porter.



Guest rooms feature simple, modern décor and a comfortable atmosphere



Suites are equipped with a private bar corner