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New York Report

January 2026

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* Project 1: Faena New York

1. Faena New York

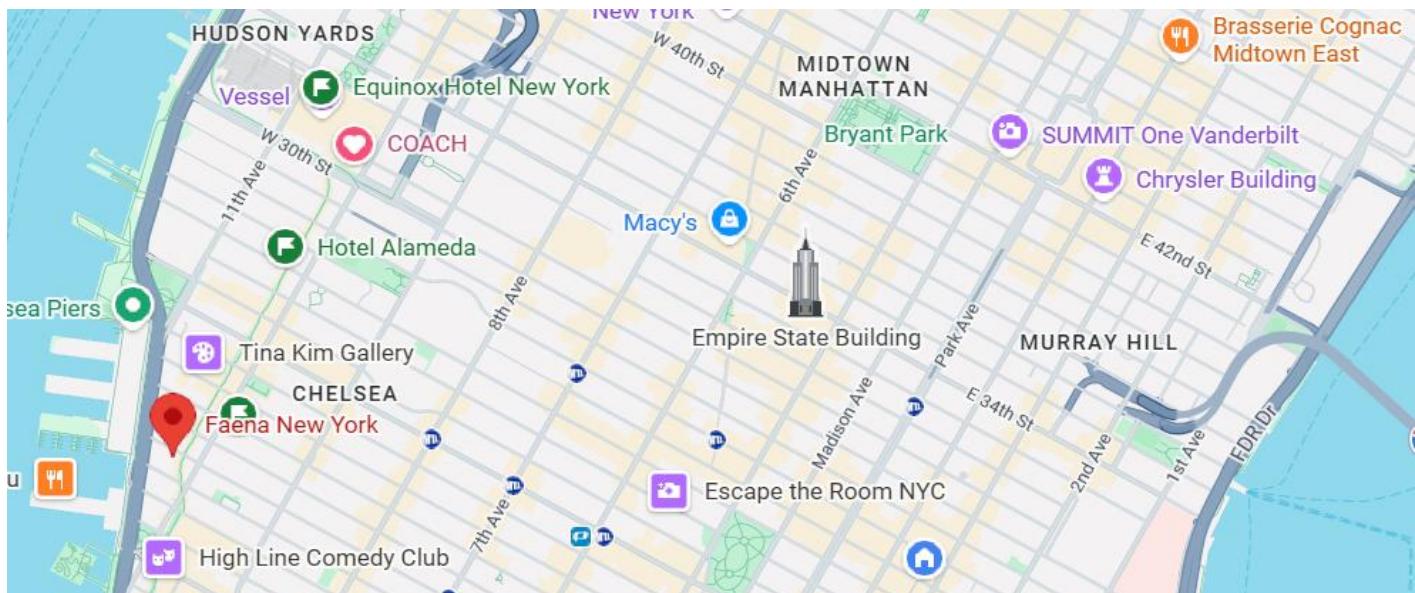
Project Overview

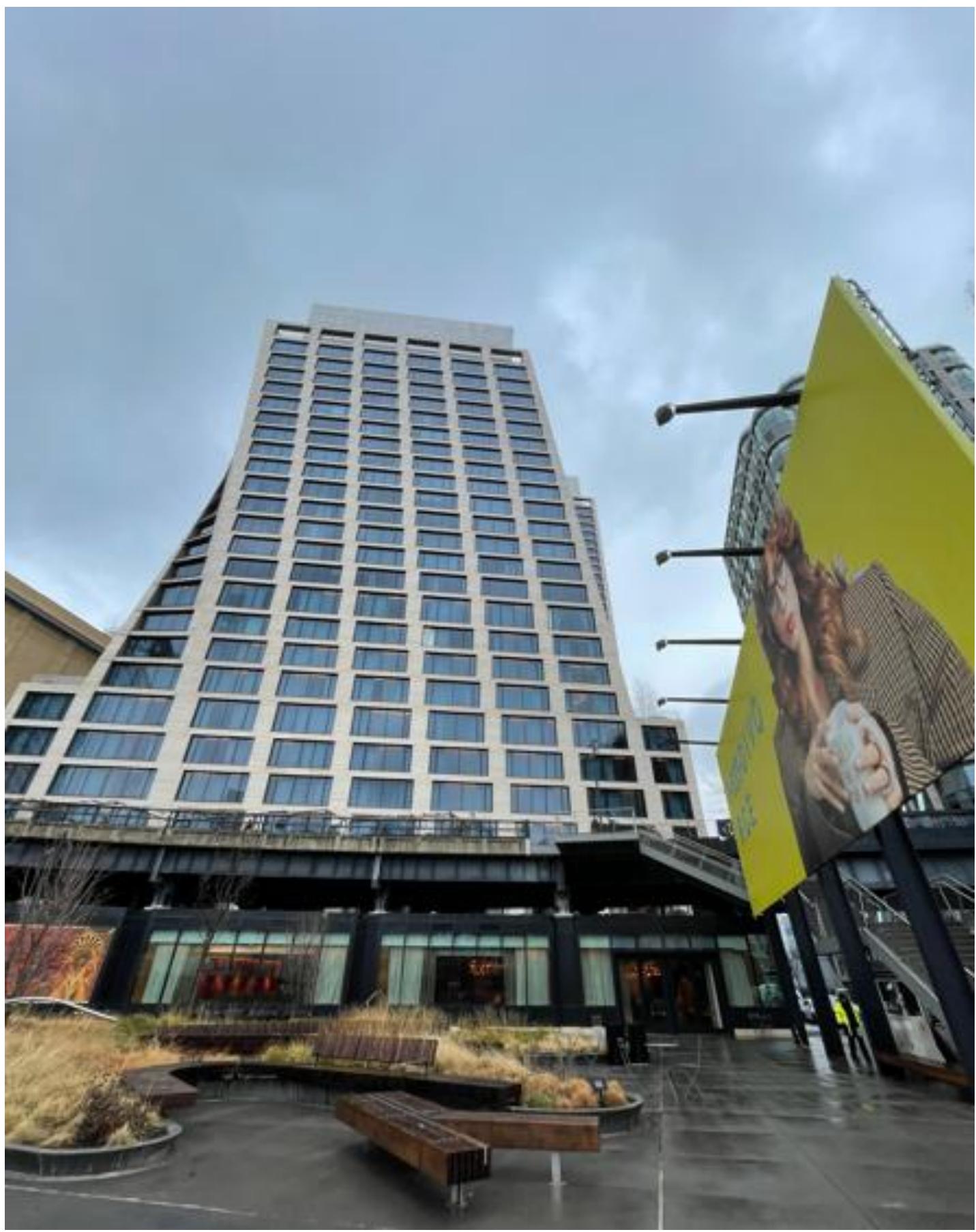
Faena Hotel is a luxury hotel and lifestyle brand founded by Argentine entrepreneur Alan Faena. More than a place to stay, it offers a holistic experience that integrates art, culture, design, and entertainment. The New York location—the brand's third, following Buenos Aires and Miami—places a particular emphasis on art and performance. Architecture and spatial design were entrusted to the internationally renowned firm Bjarke Ingels Group (BIG), whose dramatic approach aligns seamlessly with Faena's bold identity and the sophisticated art scene of Chelsea. The interiors are conceived not merely as accommodation, but as an immersive environment. Artworks and installations are distributed throughout corridors, the lobby, and lounges, transforming the act of staying into an experience of art appreciation. The hotel features 120 guest rooms and suites, many offering expansive views of the Hudson River and the Manhattan skyline. Rich, sensual colors and materials characteristic of Faena are combined with a distinctly New York modernity, resulting in a refined expression of urban luxury. Faena's commitment to art and culture is further developed through the nonprofit organization Faena Art, which hosts exhibitions, performances, and cultural programs on a regular basis. Faena New York is envisioned not simply as a hotel, but as a cultural platform where art, cuisine, music, and architecture intersect—positioning it as a new model of luxury hospitality that is both avant-garde and intellectually stimulating.

Project Details

1. Faena New York
2. Hotel
3. Open Date: September 2025
3. Location: 500A W 18th St, New York, NY 10011
4. Target Customer: All
6. Website: <http://www.faena.com>

Location Map





A hotel adjacent to the popular tourist destination High Line Park



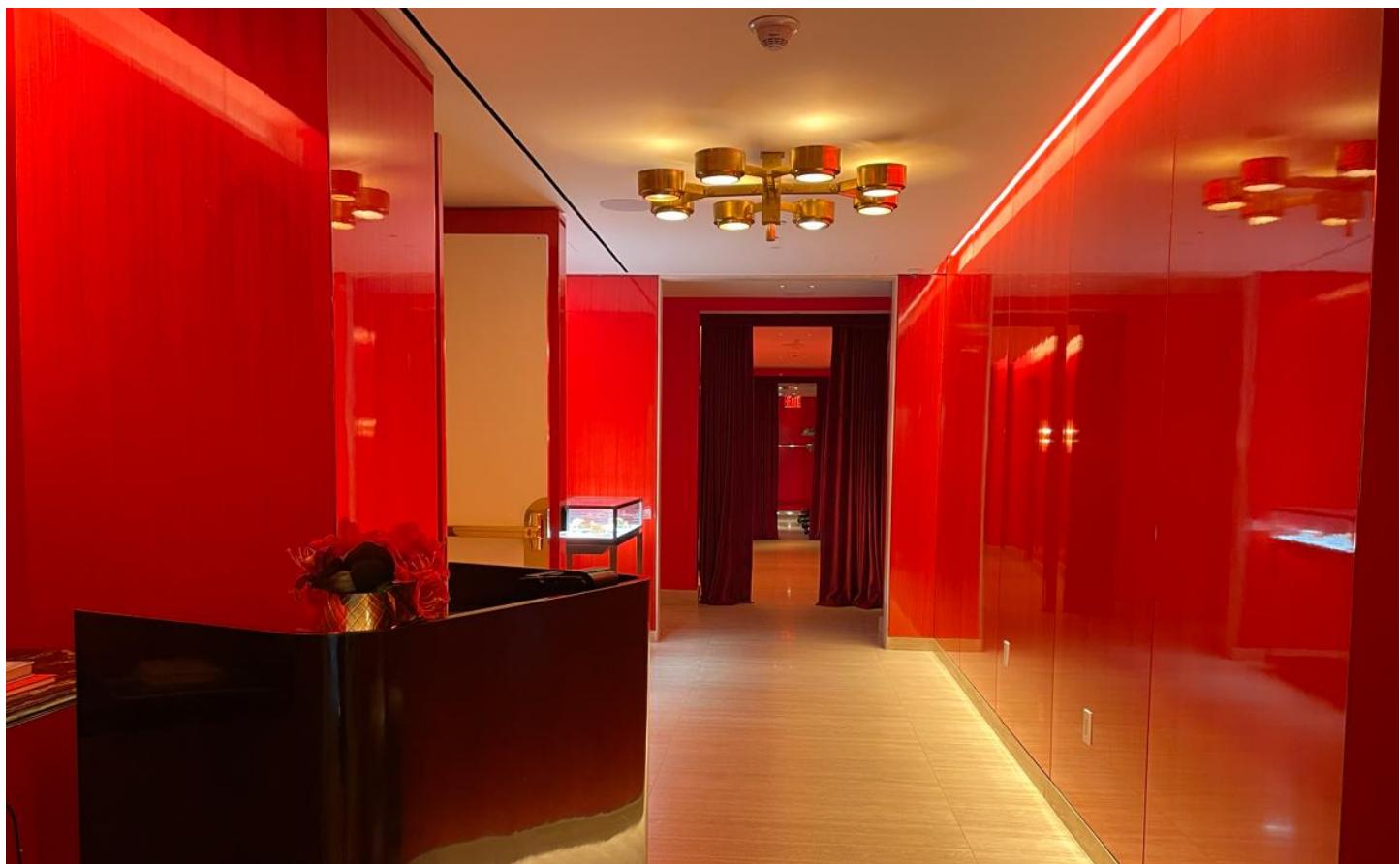
Main Facade



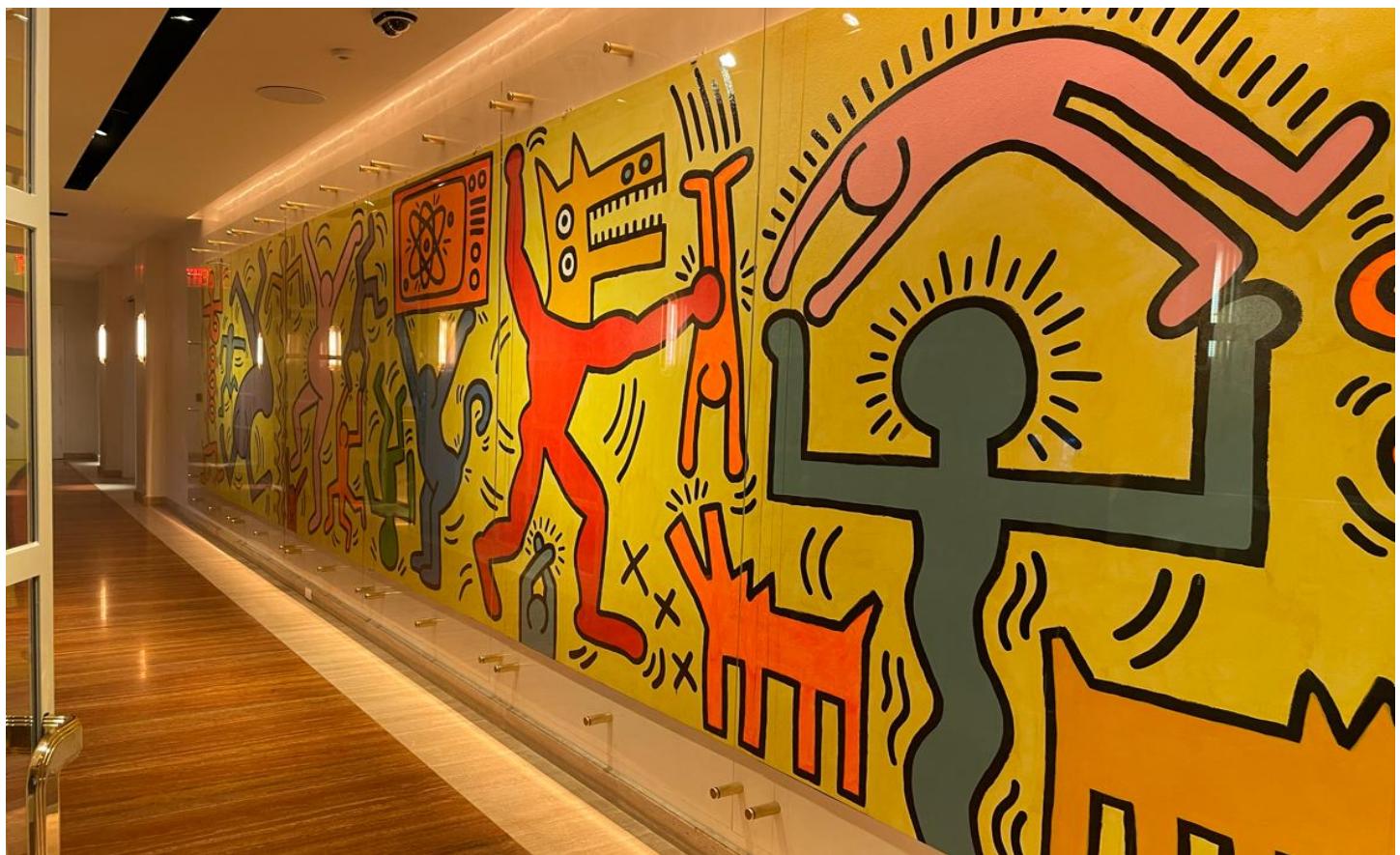
Front Lobby Area



The design varies across each area—the lobby, first-floor restaurant, and second-floor bar.



A dramatic red lobby



Works by Keith Haring and other artists are prominently displayed.



A large-scale mural by an Argentine artist



Glamorous Restaurant



A bar area that is also popular with non-guests



Guest rooms with floor-to-ceiling windows that create a sense of openness



Interior design featuring safari-inspired animal prints