

CITY

THE DESTINATION FOR STYLE



////// ACTION

Rising Above

HOTELIER: GREGORY PECK

"Architecture should be an aesthetic compliment but it should also reflect the new," says Gregory Peck, owner of the sleek new 21-story Cooper Square Hotel, rising like a giant shark fin above the tenement buildings of the Lower East Side. Scheduled for an early fall opening, the arcing, steel-and-glass tower fuses ultra-modern chic with old-world charm, adding a modern jolt to the neighborhood's brick and mortar past while complementing the clean lines of the nearby Astor Place co-ops by Gwathmey Siegel and The Cooper Union's forthcoming academic building by Thom Mayne. Featuring 148 rooms, a top-floor penthouse, electronic check-in, deluxe bar, restaurant, outdoor terrace, and basement-level nightclub, The Cooper Square is poised to become the next downtown destination for the hip and moneyed. At the ripe age of 33, Peck seems to be taking it all in stride. "The experience should be sexy, fun, and classic, for people who appreciate design hotels but also have the means to be pampered a little bit," he says. "We want the hotel to be more than about just pretty people. We want to evoke an emotional response." — ANICEE GADDIS