



Ian Schrager's Public Hotel opens on the Lower East Side

The hotelier promises five-star luxury at a lower price point

BY [TANAY WAREKAR](#) JUN 8, 2017, 11:42AM EDT



Nikolas Koenig

Nearly five years after it was [first announced](#), Ian Schrager's swanky hotel on Chrystie Street opened its doors on Tuesday. Designed by Schrager's frequent collaborators Herzog & de Meuron, Public, as this hotel is known, comes with 367 rooms, with prices starting from \$150 per night.

According to the hotelier, Public is his way of bringing a luxury hotel experience to the masses. "I truly believe that everyone deserves a one-of-a-kind experience that lifts their spirits and makes their heart beat faster, one that elicits an emotional response," Schrager said in a statement. "And to deliver this at a reasonable price point is even more on the mark for today's savvy and sophisticated traveler."

The hotel occupies most of the 28-story structure at 215 Chrystie Street. Eleven [uber-pricey condos](#) sit on the top floors of this building, and all but one of them is in contract. The 4,300-square-foot penthouse went into contract asking \$23.5 million.

But back to the hotel. Public has done away with the more conventional setup of check-in desks, with all of those functions done on an i-Pad. The hotel boasts the “fastest Wi-Fi in the city,” and rooms come with Apple TV and 12 outlets. Rooms start at \$150/night, and while they’re quite sparse, they have the whole minimalist-cool thing going on.

It might seem a little no-frills, but the food and drinks options at the hotel certainly don’t seem to give that impression. Jean-Georges Vongerichten will be running two restaurants here: PUBLIC Kitchen, focusing on classic New York City foods “from spicy Korean chicken to hot pastrami sandwiches”; and Louis, which a press release describes as “part grocery, part luncheonette, part coffee shop and part market all rolled into one.” The hotel will also come with three bars: Diego, The Roof, and The Lobby Bar.

Schrager [spent \\$50 million](#) to acquire the once-empty lot on which this hotel stands today. In a new take on his Studio 54 concept, Schrager is also launching a multimedia performance arts space at the hotel called Public Arts. It’s been dubbed Manhattan’s answer to [BAM](#), and will feature all manner of events, from film screenings and art exhibitions to concerts and “even hot sweaty dancing!”





“I am always looking for a new and better way of doing things,” is how Schrage summed it up. “To upset the status quo and shake things up.”