

Art Department



Matthew Williams

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250 Bowery

In Luc Sante's *Lost Life*, a seminal depiction of turn-of-the-century New York City, the Bowery is described as the "shadow" of Broadway. Dating back to the Civil War, the Lower East Side neighborhood has been home to the city's down-and-out population as well as to brothels, beer halls, boarding houses, and less reputable theaters. Its long history has yielded an eclectic mix of architecture, though few buildings of true significance. In the early twenty-first century, however, the Bowery began to transform. Museums, galleries, and destination restaurants opened alongside tenement buildings and restaurant supply stores, adding a grander scale to the gritty thoroughfare. If the Bowery is currently characterized by any one thing, it's change. 250 Bowery was conceived in this spirit.

Designed in collaboration with Aldo Andreoli, 250 Bowery is a contemporary glass and metal building that stands in stark contrast to the mix of nineteenth-century buildings lining the Bowery. Although the loft structure was designed with the future of the neighborhood in mind, it strives to be sensitive toward its present context: a muted facade subdivided by a hierarchical system of layered grids helps mitigate the building's perceived scale while giving it a surprising depth. Metal channels frame the building and divide its mass into gridded sections that are two floors high and two bays wide; set within that giant order, flat cruciform panels define a smaller grid containing factory sash windows. The eight-story building houses 24 condominium units, including duplex penthouses, and has a landscaped terrace on the roof and a retail and exhibition space at ground level.

250 Bowery was one of the first upscale residential buildings constructed on the historic street. Along with the nearby New Museum and other projects, it is reinventing the old neighborhood with a new architectural scale and cultural amenities that are drawing a spotlight onto the former "shadow" of Broadway.

2005
New York, New York
88,000 sq ft
Aldo Andreoli
Matthew Williams



1. Where will the building be located?
Bowery in the 250th Bowery's
front facade.

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ROOST

ROOST apartment hotels occupy a unique place in the hospitality industry: between vacation home rental and corporate housing. Development of the first two locations, both in Philadelphia, combined branding and building, integrating contemporary design and historic architecture to create distinct spaces that don't feel like anonymous hotel rooms but lived-in residences that have a sense of history.

The flagship ROOST hotel is located in the historic Packard Building in Philadelphia's Midtown. Two floors of former office space were converted into 57 furnished apartments—a mix of studios and one- and two-bedroom units—that reflect the ROOST mantra: “comfort, place, and enlightenment.” At first, the drab offices did not appear particularly accommodating, but hidden behind the dropped ceiling, and the cords and cables it concealed, was a beautifully ornate coffered plaster ceiling. The restored ceiling became the focal point of the design.

The apartment interiors accentuate the highly detailed plaster ceilings, corbels, and moldings with clean lines and a subtle palette of refined materials, including oak herringbone floors and stone countertops. Built-in shelves and seating nooks are painted to match the existing dark steel window frames. To give each room warmth and authenticity, all apartments include custom credenzas, desks, and kitchen islands. Additional furnishings, art objects, and textiles selected from an array of designers, artisans, and vintage collections make every ROOST apartment feel like home.

The historic but dated lobby was modernized in collaboration with the Packard Building's full-time residents, who share the space with the hotel. Moldings and the stone floors were honed to soften their color. A custom blackened-brass reception desk and contemporary lighting anchor the space.

After the concept was proven in Midtown, ROOST expanded to a second Philadelphia location in Rittenhouse Square. ROOST Rittenhouse

ROOST Midtown 2014
Philadelphia, Pennsylvania
14,000 square feet
2 floors
27 guest rooms
Hospitality

ROOST Rittenhouse 2016
Philadelphia, Pennsylvania
25,000 square feet
3 floors
28 guest rooms
Hospitality



1. The Packard Building at ROOST Midtown kept the ornate plaster ceiling, but ROOST apartment interiors offer a sophisticated color palette and modern lighting and objects to create a lived-in, comfortable atmosphere for extended stays in Philadelphia.

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The Schumacher

Tucked away on a quiet corner of Bleecker Street in the NoHo East Historic District, this surprisingly large brick structure was built in 1884 for the Schumacher & Eitlinger lithographic printing company. After decades of neglect, the Romanesque remnant of the neighborhood's industrial past has been rejuvenated with a deferential conversion that highlights the building's original architectural features, imbuing its 20 condominium apartments with authenticity and historic character.

Restoring the Schumacher involved scraping away the several inadequate renovations to reveal marble windowsills, beautiful brick detailing, and an ornate cast-iron storefront. What couldn't be repaired was rebuilt, including several parapets and a missing pediment that was documented in a 1904 photograph. The reconstructed pediment conceals two new rooftop penthouses, both of which are connected to the building's history. The first incorporates an existing photography studio whose 16-foot-high ceilings and long horizontal windows gave the space a surprisingly contemporary quality. The second penthouse, partially enclosed by the pediment, is a new addition inspired by the old photo studio.

Inside, the masonry building's original brick and terra-cotta vaulted ceilings were restored carefully, but not too carefully—their imperfections bestow character and charm that can only be earned with age. These architectural artifacts drive the interior design of the building's two- to four-bedroom apartments: mechanical systems are concealed within exterior walls to keep the ceiling open and unobstructed, the cabinetry and finishes are simple but refined to contrast with the rough-hewn brick, and the new wood floors are wire-brushed and oil-rubbed, giving them an aged appearance that echoes the nineteenth-century vaults above. With a focus on contemporary craftsmanship, the interventions foster a new appreciation for the Schumacher's traditional masonry construction while injecting the historic warehouse with a new vitality.

108



2004
New York, New York
4500 Avenue Road
7 stories
20 units
Residential

4. This view showed the original Bleecker Street and 100 Street. The concrete and granite of the new penthouses and the brick pediment are the Schumacher's original architecture.



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