



THE BENJAMIN  
AN EXECUTIVE SUITE HOTEL

**Contact:**

Maria Andriano/Caroline Klein  
Redpoint Marketing PR, Inc.  
212.229.0119  
[andriano@redpointpr.com](mailto:andriano@redpointpr.com)  
[klein@redpointpr.com](mailto:klein@redpointpr.com)

**THE EMERY BAR OPENS AT THE BENJAMIN HOTEL**  
*Bar & Restaurant Celebrate Legendary Style of Architect Emery Roth*

NEW YORK – New York has long been hailed for its dynamic and powerful skyscrapers, yet set like gems among the city’s giant towers are exquisitely detailed turn-of-the-century hotels and apartment houses, designed by Hungarian-born Emery Roth, one of the city’s premier architects. His luxurious creations abound on New York’s most fashionable thoroughfares: Central Park West (The Eldorado, The San Remo, and The Beresford), Riverside Drive (The Normandy), Broadway (Hotel Belleclaire), and Park Avenue (The Ritz Tower). Now The Benjamin hotel, (125 E. 50<sup>th</sup> Street at Lexington; formerly The Beverly), one of Mr. Roth’s finest hotels, is paying homage to his life and work with **The Emery Bar**. The bar features upscale bar dining and a classic cocktail list, all served in surroundings inspired by the architect.

“The Emery Bar conjures the spirit of classic New York,” states John Moser, chief marketing officer of DHG, owner of The Benjamin. “It’s a place where hotel guests and our midtown neighbors can gather to watch the world pass by. Whether shaken or stirred, our attention to detail will truly transport guests to another era.”

A defining feature of The Emery Bar’s décor, which was designed by the Rhode Island-based interior design firm of DiLeonardo ([www.dileonardo.com](http://www.dileonardo.com)), is a 3’8”-high by 20’-wide panoramic, sepia-toned mural that shows the New York cityscape highlighting several of Roth’s masterpieces, including The Beresford, The Eldorado and The Benjamin. The mural, which was commissioned specifically for this project, is set along a curved wall that leads guests from the street entrance and bar to *The Restaurant* at The Benjamin.

The bar’s color palette mirrors the sophistication of The Benjamin hotel itself, with tones of platinum, copper, and wine. Comfortable club chairs with cocktail tables have been added to enhance an intimate seating area. In addition, wine flights featuring select wines on a rotating basis, along with wine note cards allow tasters to recall their favorites.

The Emery Bar's cocktail menu includes classic, sophisticated cocktails of Roth's era: Tom Collins, Sidecars, Dry Martinis and Manhattans. The bar menu offers light fare including seared sesame tuna with chilled noodle salad and wasabi dipping sauce, short rib empanadas with lime crème fraiche and chilli sauce, and lobster rolls served on mini brioche rolls.

### **ABOUT THE BENJAMIN:**

The Benjamin, located at in the heart of midtown Manhattan at the corner of Lexington Avenue and 50th Street, provides an experience of true luxury and supreme comfort in an intimate, boutique-style setting. Classically elegant accommodations, world-class amenities, premier technology and seamless, superlative service are the hallmarks of The Benjamin. Known for its comprehensive sleep program, The Benjamin features the industry's first and only Sleep Concierge, a 12-choice pillow menu and custom Benjamin Bed. The Benjamin brand is operated by DHG (Denihan Hospitality Group), a privately-owned company with more than 40 years of hospitality management expertise. The Benjamin is a proud member of a worldwide alliance of hotels including Joie De Vivre in the United States, Thistle Hotels in the United Kingdom, Rotana Hotels in the Middle East and First Hotels in Scandinavia. For more information, visit [www.thebenjamin.com](http://www.thebenjamin.com) or call 1-888-4-BENJAMIN.

### **ABOUT EMERY ROTH:**

Emery Roth was born in the small town of Gálszécs, Hungary, in 1871, one of eight children. When his family was reduced to poverty following his father's death, Emery, age 13, was sent to America to seek his fortune. He first moved to Chicago, where he found work as an apprentice in an architect's office. Eventually he was hired by Burnham & Root, one of Chicago's most distinguished architectural firms. He then transferred to Burnham & Root's New York office, striking out on his own in 1898. Many of Mr. Roth's early commissions came from the Hungarian community, but as his reputation grew he began designing apartment houses, hotels, and apartment hotels in the Art Nouveau style. His hotels and buildings became landmarks on the New York landscape, housing some of the city's brightest stars, including Dustin Hoffman, Diane Keaton, Mary Tyler More, and Rita Hayworth, who each have lived in The San Remo on Central Park West. Mr. Roth passed away on August 20, 1948.

# # #