TRUTH IN TRAVEL

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MAY 2015

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The Hot List 60 New Hotels We're Loving Right Now

SPAIN'S BEST-KEPT FOOD SECRET / A GUIDE TO INDIA'S SHOPPING CAPITAL / THE CRAZIEST DESERT ON EARTH



THE 2015

Hot List

The world's best new hotels, and 15 reasons they'll make you want to pack your bags now.

What makes a new hotel today graduate from an of-the-moment scene to an enduring icon that defines a city? "It's not just about design—people often mistake the way a place looks for the way a place feels," explains André Balazs, who first made our annual Hot List in 1999 for The Mercer. "I *live* at the Chiltern Firehouse—I've slept in every room. I have to because if I don't, I can't tell whether even the littlest details—like the brightness of a reading light are right." What we've learned from the best hoteliers is that focusing this intensely on the smallest things isn't as obsessive as it sounds: As travelers become more sophisticated, luxury must become more intuitive. Offering butler service because that's what's expected of a fivestar hotel ultimately reads as soulless (unless, that is, it's absolutely seamless and unintrusive) and is in some ways less impressive than the quiet replenishment of the right brand of toothpaste by invisible hands. This year, after poring over the intel of our staff and contributors—who vetted more than a hundred recently opened hotels and resorts, from West Africa to Miami we found that what stands out are the properties which combine old-school extravagance and service with just the right measure of modernity. You might even think of them as the new cultural touchstones. The 60 hotels that follow and the details that make them special—we've given you 15 as a jumping-off point—are a reason unto themselves to board a plane right now.





The Ludlow, New York
Tucked into a lively
Lower East Side block,
the 184-room brick
high-rise puts a new
twist on downtown
industrial cool with
lofty city views and
soaking tubs.

ludlowhotel.com; from \$225. ■