



UP WITH DOWNTOWN

New York's Ludlow Hotel redesigns the boundaries of luxury.

New York's king of downtown-cool hotels, Sean MacPherson, has opened The Ludlow Hotel (ludlowhotel.com) in a neighborhood that remains one of Manhattan's last upmarket-hotel frontiersthe Lower East Side. The Ludlow's 20-story brick building towers over nearby tenements, but its retro interiors reflect MacPherson's nostalgia for the neighborhood's dangerous, pregentrification glory days. "You had a sense something could break out any minute," he says, "whether it was street art or a riot." The lobby's steel-and-glass doors open onto a lounge with oak-paneled walls, antique chandeliers, a grand distressed-limestone fireplace and already a crowd of the young and the beautiful, pecking on laptops or sipping Parisianand New Orleans-inspired craft cocktails. The 184 rooms (from \$325) have a homey-industrial vibe, with big casement windows, furry throws on the chairs and nightstands made of petrified wood. Many have terraces large enough to dine on, and all have lavish bathrooms with rain showers—a far cry from the bathtubs-in-kitchens that once defined the neighborhood.