



REAL ESTATE **BISNOW**



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HOSPITALITY BLUES

Feeling blue? You might want to check out Chelsea's newest hotspot, **Hotel Indigo**. Developer and operator **Morris Moinian** of Fortuna Realty Group showed us around the **122-room** upscale boutique hotel, located at **127 W. 28th**.



Morris, in the **azure-inspired lobby** (check out the **250 lb.** stainless steel replica of the **Wall Street**

bull) says that although the hotel's construction began in the downturn, he had faith in the location, near the bustling **Chelsea** neighborhoods and **Garment District**. Although many questions arose, he bucked up and made sure all the suppliers and contractors were **paid**, which has been a **problem** for many hotel developers.



General manager **George Buchelli** took us for the grand tour, which you can see was anything but the normal **beige** and **taupe** (even the hotel's exterior **glows blue** in the evening). The rooms include custom-designed imported Italian furniture and décor inspired by the **Fashion District**, while the hotel—from the "**Phitness Center**" to "**Meetin' Space**"—is filled with artwork by fashion photographer **Marco Glaviano**. And Fido is welcome, too. Rooms range from **\$300** to **\$1,200** per night.



The hotel also has a new American bistro, appropriately called **Blu**, which we sampled last night. We snapped this photo of chef **Roberto Bellissimo** (in uniform, formerly of **Le Cirque 2000**) with service manager **Christine Ra** and director of operations **Herman Allenson**. There's also an upcoming rooftop lounge, **Glass Bar**, which will open in '10. Morris tells us that Fortuna's in discussions with **InterContinental Hotels Group**, the flag's franchiser, to develop **four** more Hotel Indigos in NYC.