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A Hotel That Takes in the Neighborhood

By ELAINE LOUIE JAN. 29, 2014



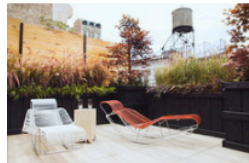
Douglas Lyle Thompson

When the Broome hotel opens on Feb. 14 in SoHo, it will have a European look, but the furnishings will be mostly homegrown. “We wanted local artisans and vendors,” said Vincent Boitier, one of the four French partners and a previous owner of L’Orange Bleue, the SoHo restaurant that closed in 2012.

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The 10,000-square-foot hotel, which brings together an 1825 federal-style building, a new penthouse and a new four-story building around a courtyard, will be furnished with the designs of familiar New York brands



Clement Hauvette




Clement Hauvette

like Thomas O’Brien, Mitchell Gold & Bob Williams, and Jonathan Adler (the floor lamp, the sofa and the desk lamp, respectively). Even the tiny orange candies in each of the 14 guest rooms will be made just three blocks away, at Papabubble. Room keys will hang in a wooden box behind the

front desk, and Share With, a Montauk, N.Y., boutique, will have a branch in the lobby selling clothing and accessories.

Rooms start about \$300 a night (\$260 before April 1). The hotel is at 431 Broome Street; 212-431-2929 or thebroomenyc.com.

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