

Is This Times Square's Newest Celebrity Hotspot?

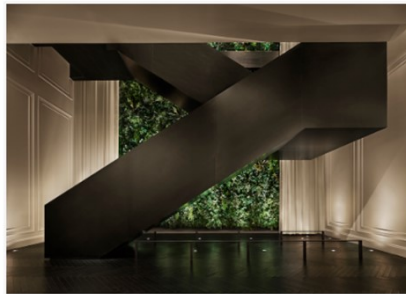
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Throughout the decades, Times Square has seen myriad changes and has taken on many iterations itself. By World War I, it was the center of culture, nightlife and entertainment. In the 40s and 50s, it hosted the likes of Frank Sinatra and Franko Laine, but it wasn't until the mid 60s when Times Square became a bustling attraction, drawing in crowds by the thousands to its theaters, shopping, hotels and of course restaurants. Today, famed entrepreneur, hotelier and real estate developer, Ian Schrager introduces the best thing to hit Times Square in over a century.



Courtesy of Times Square EDITION

In partnership with Marriott International, Schrager recreates and reinvents the Golden Age of this world with The Times Square EDITION. This luxury hotel is said to be ushering in a new era of the sex appeal that once distinguished the streets of Times Square. The opening night alone featured a star-studded crowd with performances by Clava Rosi, Chic and Nile Rogers. Spread throughout the bars, lobby and hotel were celebrities such as Halle Berry, Kendall Jenner, Alexandra and Theodora Richards, Hilary Rhoda, Norma Kamali and Andy Cohen, just to name a few.



Courtesy of Times Square EDITION

From the moment you enter the hotel's doors on 20 Times Square at West 47th Street, you are transported to another world. The Lobby and Lobby Bar's black and white spaces remind you that you're no longer in vibrant Times Square - instead, you're in a refined and pristine space. The BladeRunner Terraces frame the various public space floors, including the Lobby Bar, where you can escape to a private oasis in a cocoon-like area, while still gazing at the best light show in the world. Off The Terrace at EDITION and Outdoor Garden gives a similar feeling, except this terrace was inspired by the L'Orangerie at Jardin des Tuileries in Paris and surrounds guests with thousands of plants.



Courtesy of Times Square EDITION

The first Michelin starred chef ever in Times Square, John Farrow, is spearheading the food and beverage of the entire hotel. 702Menu is a gastro-curious gem in a jewel box like setting that is an explosion of color. Expect to see local ingredients and inventive preparations on the menu, including Lobster veloute with truffe Parisienne and champagne float along with warm potato baked in seaweed bread. The Terrace at EDITION and Outdoor Gardens offers an 18 hour a day restaurant inspired by traditional French brasseries and American chop-houses. This everyday dining option features six house-made pastas, a selection of steaks and chops and The Lobby Bar provides the next generation of bar food, moving beyond ribs and finger food.

For a hotel that is reinventing the Golden Age, the cabaret theater dubbed Paradise Club is an inventive, chaotic, high production spectacle perfectly suited for its location. The shows are past-dream, past-performance art with dancers, singers, aerial acrobats and magicians all taking center stage. The immersive light experience was designed by Tony and Academy Award-winning Fisher Marantz of Studio 54 fame and inspired by a Leney Kravitz video. As for dining, the menu offers a new twist on dining and entertainment serving dishes from hot dogs to caviar and everything in between.



Courtesy of Times Square EDITION

There are 452 guestrooms, suites, and a unique penthouse, which seems to be everyone's favorite. Each room offers a residential feel through modern design and timeless style, but also treats guests with deep soaking tubs and unparalleled views of the city through floor-to-ceiling windows.

The Times Square EDITION is located at 701 7th Ave, New York, NY 10036. For more information, please visit its site [here](#).