

Press Contact:

Rick Miramontez / Aaron Meier / Amanda Meyer

rick@omdkc.com / aaron@omdkc.com / amanda@omdkc.com

212 695 7400

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THE THEATER DISTRICT'S NEWEST HOTEL CIVILIAN

OPENS WEDNESDAY, NOVEMBER 24

HOTEL FEATURES

"OLIO COLLECTION"

A THEATRE-FOCUSED ART PROGRAM

CREATED BY DAVID ROCKWELL

A PORTION OF FEES TO SUPPORT

CIVILIAN'S CHARITABLE PARTNER

THE AMERICAN THEATRE WING

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New York, NY (November 18, 2021) –The Theater District's newest hotel, CIVILIAN (305 W. 48th Street), will begin welcoming guests next week, starting Wednesday, November 24, **Jason Pomeranc** (Owner and Creator of the CIVILIAN brand) and **David Rockwell** (Architect, Interior Designer and Creative Visionary of CIVILIAN's art program, the Olio Collection) announced today.

CIVILIAN is a 27-story, 203 room hotel designed to celebrate its Broadway location by paying homage to the creative contributions of New York's theatrical artists. The hotel's complete food and beverage offerings – including a ground floor eatery, a second-floor bar, and a rooftop lounge – will open in the coming months. The hotel will offer a continental breakfast and evening bar in the launch months.

In a statement, Mr. Pomeranc said, "We are thrilled to bring the CIVILIAN brand to the global epicenter of the theatrical artform. This area represents more than an industry – it's where passionate fans and talented artists collide. It is our job to make that great, ongoing collision as comfortable, stylish, and exciting as possible."

The jewel of the hotel is the Olio Collection, a theater-focused curated art exhibition with permanent and rotating artifacts, original works, and archival photography. Over 350 pieces of art – including sketches, models, photographs, props, costumes, murals, and custom furnishings – are located throughout the public spaces and guest rooms. Together, Olio represents [more than] 100 years of Broadway history.

Mr. Rockwell added, "This is the perfect expression of my two great loves: performance and design. Having the chance to delve deep into Broadway history, and create a permanent tribute to our ephemeral artform, has been a dream. I am even more in awe of the level of talent that populates these fourteen midtown blocks than I was when I began this project."

The Olio Collection was curated by a team of theatrical designers, led by Mr. Rockwell including **Patrick Pacheco**, **Paul Tazewell**, Tony-award-winning costume designer of *Hamilton*, *New York Times* photographer **Sara Krulwich**, Broadway photographer **Bruce Glikas**, **Little Fang**, **Clint Ramos**, **Christine Jones**, **Jules Fisher** and many more.

CIVILIAN is donating a portion of its fees to **American Theatre Wing** (ATW) to help in its mission of supporting the theatrical art-form, including providing crucial resources for so many of the creatives affected by COVID.

“The American Theatre Wing’s deep history with Theater District gathering places goes all the way back to the Stage Door Canteen,” said ATW President **Heather Hitchens**. “We see this partnership as an extension of that spirit, and we are extraordinarily grateful for the support at this time of great need within our community.”

Through a powerful suite of programs that address all aspects of the national theatre ecology, The American Theatre Wing encourages the discovery of theatre by people of all ages, nurtures talent on stage and off, creates pathways for success for students and young professionals, and encourages the development of the art form itself by recognizing and supporting innovative and excellent work with awards and grants. For more information, visit AmericanTheatreWing.org.

ABOUT CIVILIAN HOTEL

CIVILIAN NYC is a bold new hotel concept by Jason Pomeranc, founder of the SIXTY Collective, the international hospitality company behind Sixty Hotels. CIVILIAN NYC merges accessible luxury, functionality, and high design with a focus on convenience and bespoke experiences for the modern traveler. Designed by renowned architect David Rockwell and Rockwell Group, and created in partnership with Joy Construction, Madd Equities, and Atlas Hospitality, CIVILIAN NYC boasts 203 charming and well-appointed accommodations, efficient in both their form and function. Evoking vintage dressing rooms -- inspired by the hotel’s location in the heart of the Theater District -- each guestroom is punctuated by rich, bold colors, luxurious linens, and tactile fabrics, as well as curated artwork and amenities showcasing Broadway artists. The hotel’s public areas include a restaurant, secret garden, plush guest lounge, library, and a rooftop bar with striking views of the city. Rockwell Group’s design pays homage to the look and feel of classic theaters, with marquee-inspired lighting, dramatic curtains, transformative set and stage-like elements, and the raw industrial materials of backstage life. Through thoughtful technology, CIVILIAN NYC allows guests to stage-direct their stay through its app, website, and self-check-in kiosks. Guests who seek luxury can add-on elevated amenities built into their rate or billed at the hotel, and those simply looking for a place to lay their head can pair their experience down to the minimum. Options range from room type to WIFI speed, to food & beverage amenities to even opting out of housekeeping.

Starting rates at CIVILIAN are \$259 + tax. Visit CivilianHotel.com for more information.

ABOUT JASON POMERANC

Jason Pomeranc is an acclaimed American hotelier, who is best known for launching the celebrated luxury brand SIXTY Hotels. Known for multiple properties in both New York and Los Angeles, SIXTY Collective (which he is co-founder) has pioneered the boutique hotel experience, unifying provocative design with compelling programming across its dynamic portfolio. Previously, Jason served as Co-Founder and Creative Director of ThompsonHotels - spearheading development, branding, and launching over 14 hotels internationally before merging with Joie de Vivre and Geolo Capital in 2011 to form Commune Hotels and Resorts. Following the merge, he served as co-chair of Commune, where he grew the portfolio to over 55 hotels before selling the Thompson brand to Commune. For his next chapter in hospitality, Jason will launch CIVILIAN NYC - a bold new concept that merges the accessible luxury and high design he is known for, with a focus on convenience and bespoke experiences for the modern traveler.

ABOUT ROCKWELL GROUP

Based in New York with offices in Los Angeles and Madrid, Rockwell Group is an interdisciplinary architecture and design firm that emphasizes innovation and thought leadership in every project. Founded by David Rockwell, FAIA, and led by David and partners Shawn Sullivan and Greg Keffer, the 250-person firm merges performance and architecture to create extraordinary experiences and built environments across the globe. Inspired by theater, technology, and high-end craft, the firm creates a unique narrative for each project, ranging from restaurants, hotels, cultural and educational institutions, airport terminals, to festivals, museum exhibitions, and Broadway sets. Projects include the FUTURES exhibition at the Smithsonian's Arts and Industries Building; 1 Hotel Toronto; Climate Pledge Arena (Seattle); Nobu hotels and restaurants worldwide; W Hotels worldwide; The Perelman, a new arts center in New York (Restaurant and Lobby Interior Architect); the 93rd Oscars; and Hopkins Student Center for John Hopkins University (Baltimore). David Rockwell's newest book, DRAMA, was published by Phaidon in May 2021. Honors and recognition include the 2016 Tony Award for Best Scenic Design for *She Loves Me*; two Emmy Awards for production design for the Oscars (2021 and 2010); the AIANY President's Award; the Cooper Hewitt National Design Award; and the Presidential Design Award. For more information, please visit www.rockwellgroup.com

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