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an urban sanctuary

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Loft 523 is a joyful hotel tribute to quintessentially great lofts. Open space bathed in natural light. Architectural artifacts. Modern electronics. Contemporary furnishings. Spacious bathrooms. A design ensemble of this TIME, yet distilled with a keen sense of this historic PLACE. Like New Orleans itself, one finds here a hint of mystery, concealing and then revealing key elements in unexpected ways. These 16 lofts and 2 penthouses, coupled with the hotel's British-style Gravier Street Social Club, offer each guest a stunning canvas sure to stimulate the spirit and heighten the senses.



open space

With space the essence of a beautiful loft, rooms average 600 square feet with spa-like bathrooms topping 120 square feet. Add to it 12-foot ceilings, floor-to-ceiling windows and warm white walls bathed in natural light and David Hockney's words below take on epic meaning.

“Our perception of space has incredible effects on us. Ultimately, it is about our identity: who we are and why we are. Not a mere matter.”

design lab

Wide open loft spaces stoke creativity and fuel the creative process . Says Suzanne Slesin in her beautiful *International Book of Lofts*, "Few spaces offer such a spectacular range for making a design statement than lofts do. With structural columns, gleaming white walls, patinaed brick, windows with unexpected views and a shadow casting web of sprinkler pipes, lofts are the inventive interior design laboratories of our time."

We agree completely, incorporating inventive design elements into this former warehouse. From Modern Fan Co.'s 52-inch opal-glass Whirlybird ceiling fan and legendary photographer | painter | Renaissance man Mariano Fortuny's acclaimed 1907 Fortuny lamp to Agape's awe-inspiring "Spoon" tubs and Vola's elegant bath accessories, each piece is chosen carefully to enhance the whole.




King beds by Mondo, with wenge side tables, like all of the furnishings, intentionally sit low to the ground – a scale that accentuates soaring space. The bed is a divine combination of triple-sheeted linens, king pillows and one luxuriously decadent throw.

modern electronics

Loft 523 is a high-tech playground – with Sony, Sharp and Apple “finger prints” in the room, as well as local industry-leading WIFI speeds and modern A|V at the Entrepreneururs’ Row conference center which Loft 523 shares with sister hotel International House.





architecture

At Loft 523, the buildings' authentic textures and materials are featured not hidden. In guest rooms, plaster walls, sprinkler pipes, columns, and heavy-timber beams tell a compelling story. In the bar, original cast-iron columns, wide-plank flooring and a pressed metal ceiling recycled as an elevator cab walls continue the narrative. And, it is ultimately these architectural artifacts which speak to the continuum of life: folks who sold carriages and dry goods here more than a century ago, those here today and people yet to come.

A modern bathroom with a white bathtub, a vanity, and a large window overlooking a cityscape. The room is bright and airy, with a minimalist design. The bathtub is the central focus, positioned in front of a large window that offers a view of a brick building and a rooftop garden. The vanity is a long, white countertop with a sink and a mirror. A stack of white towels is on a wooden stool to the right. The overall atmosphere is clean and sophisticated.

rejuvenation+renewal

Clad in a rich array of limestone, the spa-like bathroom is a hotel highlight. The expansive shower is large enough for two. The oversized vanity floats from wall to indigenous cypress. And, perhaps most admired, Agape's breathtakingly original "SPOON" tub takes center-stage in a pure white cast-resin juxtaposed with luxurious white towels and, in this case, both rooftop garden and cityscape.

sanctuary

Loft 523 is a sophisticated, urban hideaway. A sanctuary of sorts in a historic walking city. It is about beautiful design filled with great meaning and voice. It stands for something.

As the icon Paul Rand once wrote, *“Without a meaningful design aesthetic, design is either a humdrum repetition of clichés or a wild scramble for novelty.”*



concealment+revelation

Riffing off of local culture, the design recognizes this city's propensity for concealment, revelation, and pleasant surprise. Much like nearby anonymous French Quarter façades, which conceal a secret world of courtyards, fountains, gardens and guesthouses, Loft 523 conceals then carefully reveals multiple design surprises. One is pulled alluringly through the bar to its private grotto room, hidden by an old fire door. Just past the lobby's 14' cast iron columns, one finds bathrooms with sandblasted glass walls separating M from W and hand-crafted entry doors inspired by Tibetan medicine bracelets. Lofts here are numbered in a 1A, 1B ... sequence like the storied private apartments in the early days along the Thames and in SoHo.

In this most spiritual city, perhaps David Hockney reminds us best, *"Our perception of space has incredible effects on us. Ultimately about our identity, who we are and why we are. Not a mere matter."*