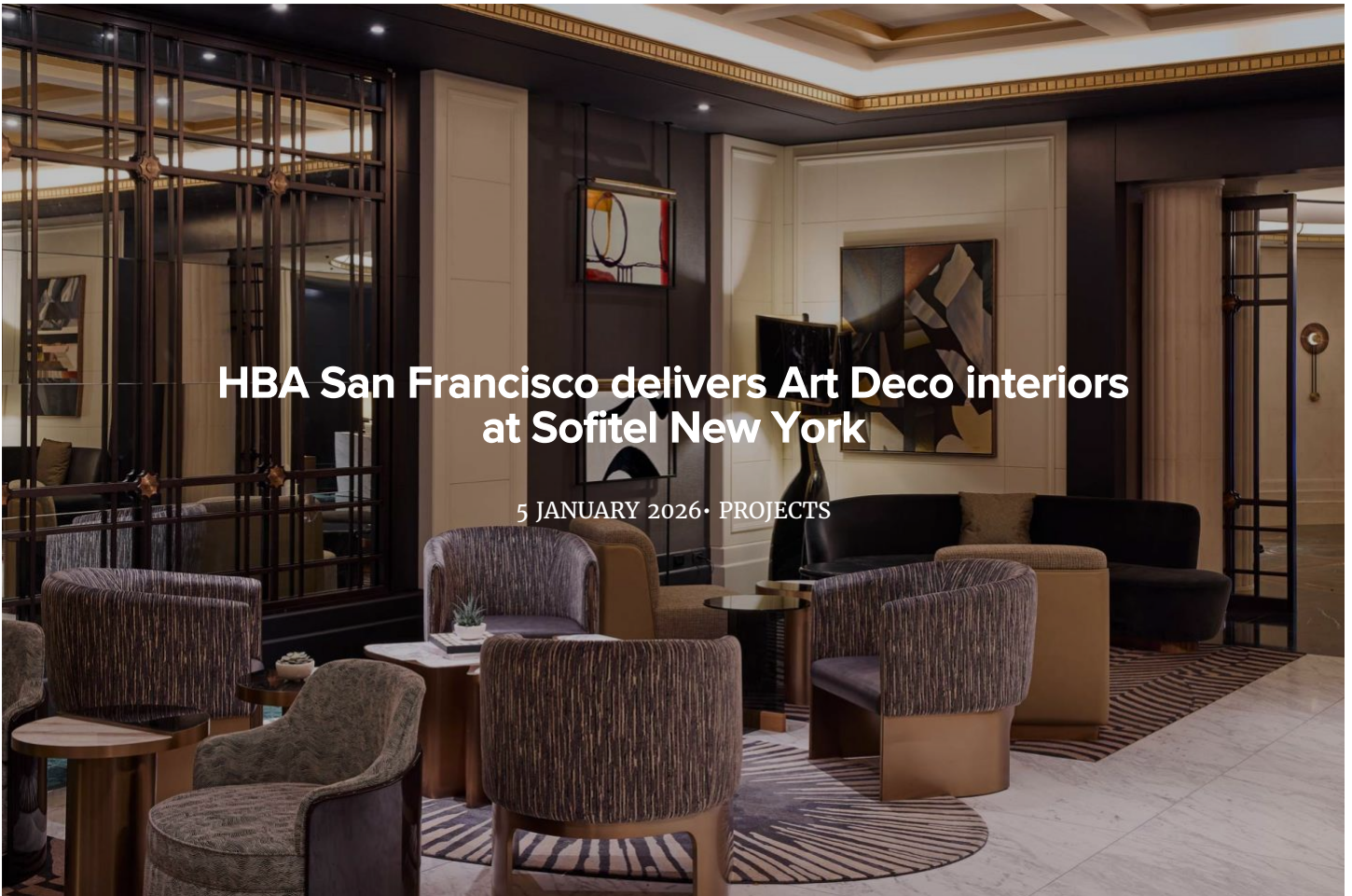


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HBA San Francisco delivers Art Deco interiors at Sofitel New York

5 JANUARY 2026 • PROJECTS

HBA San Francisco has announced the design completion of Sofitel New York. At the intersection of irreverent chic and bold sophistication in the heart of Manhattan, the hotel blends French savoir-faire and New York dynamism.

Guided by the influence of L'Art Décoratif in Paris and New York, HBA San Francisco drew inspiration from architectural grandeur and the enduring impact of modern French fashion and art movements to shape the hotel's narrative. In an interplay of contrasts, sleek modernity meets classic Parisian elegance through carefully curated elements that feel both intimate and grand.

Art Deco and Art Moderne motifs combine with intricate European detailing and luxurious materials to establish a sense of refined opulence. Tones of black, grey, white and gold form a foundational palette, while vivid artwork and metallic accents punctuate the interiors with visual drama.

Upon arrival, guests are greeted with an interpretation of Art Deco style that sets the tone for the experience within. Reimagined in monochromatic stone and wood, the concierge and bell desks frame the entrance in symmetrical form, grounding the entry with warmth and tactility.



Open metal screens guide guests into the foyer, where a study in contrast and composition unfolds. A coffered ceiling with integrated lighting acts as a sculptural canopy overhead, while white marble flooring and deep green walls evoke quiet grandeur and crisp white panelling introduces a rhythmic, neoclassical balance.

Furnishings feel both collected and intentional, echoing the dialogue of the eras through plush seating in flowing and streamlined forms, marbled surfaces, polished metals and patterned upholstery, while artwork infuses personality and energy.

The foyer reception features ombre burnished brass at the pair of reception desks and a backlit metal screen, while tailored silhouettes nod to fashion's precision and a ribbon-like chandelier sweeps overhead. A black-and-white geometric rug anchors the space, complemented by pleated floor lamps with subtle sartorial flair.

A cascading Lasvit chandelier at the grand stair is illuminated from within, with each of the slumped glass petals casting a gentle glow and shifting patterns of light and shadow. At the top of the grand stair sits a glowing pre-function bar with brass detailing and an antique mirrored backdrop. Here, custom carpets weave black, white and gold into patterns of repetition inspired by Parisian haute couture.

The Grand Paris Ballroom welcomes gatherings for all occasions beneath a central chandelier with black-trimmed drum shades, while gold-lined interiors radiate warmth. A sculptural wall relief references New York's iconic Art Deco skyline, complemented by shimmering moiré wallcoverings, marble-and-gold sconces and opulent drapery.



In the guestrooms, a synthesis of Parisian sophistication and contemporary comfort is achieved through classic French-inspired wall panelling, providing an architectural foundation for bold accents, while refined moulding speaks to European craftsmanship.

The headboard wall serves as a focal point with its upholstered panel, striped wood backing and integrated brass sconces, and an adjacent smoked glass mirror adds depth to the space. While rich wood case goods with lacquered finishes and bronze detailing provide contrast, shades of pink and red enliven the neutral palette and woven textiles and carpeting offer a sense of softness.

Suites evolve this language into the feel of a Parisian pied-à-terre in more saturated tones, with custom furnishings that blur the line between art and utility, including a minibar cabinet in burgundy lacquer with geometric mirrored panelling.

At the 28th-floor Penthouse, a headboard wall anchors the primary bedroom with serene elegance, adorned by jewellery-like pendants suspended at the bedside. Gently curved seating, layered lighting and geometric motifs woven throughout the living area echo the dimensional beauty of Art Deco through a modern lens, while the dining salon presents an intimate yet grand setting for entertaining with a sleek black wood table in Art Moderne form, crowned by a luminous custom chandelier. In the bathroom, marble stone contrasts brass detailing and a custom black marble soaking tub commands attention beside the shower encased in reeded glass.



“Our design for Sofitel New York emphasises chic sophistication blended with high contrast inspired by French fashion houses as a recurring theme,” says Lead Designer Rich Kinnard. “The hotel’s distinctive character emerges from the dialogue between haute couture’s boldness and Manhattan’s metropolitan pulse – an homage to duality, artistry and the timeless allure of French-American elegance.”

Meghann Day, HBA President The Americas and Partner at HBA San Francisco concludes: “Sofitel New York exemplifies our commitment to story and place, celebrating both heritage and innovation. We are honoured by the trust ownership and brand placed in our team to reimagine Sofitel’s U.S. flagship and help define its identity for this next era.”