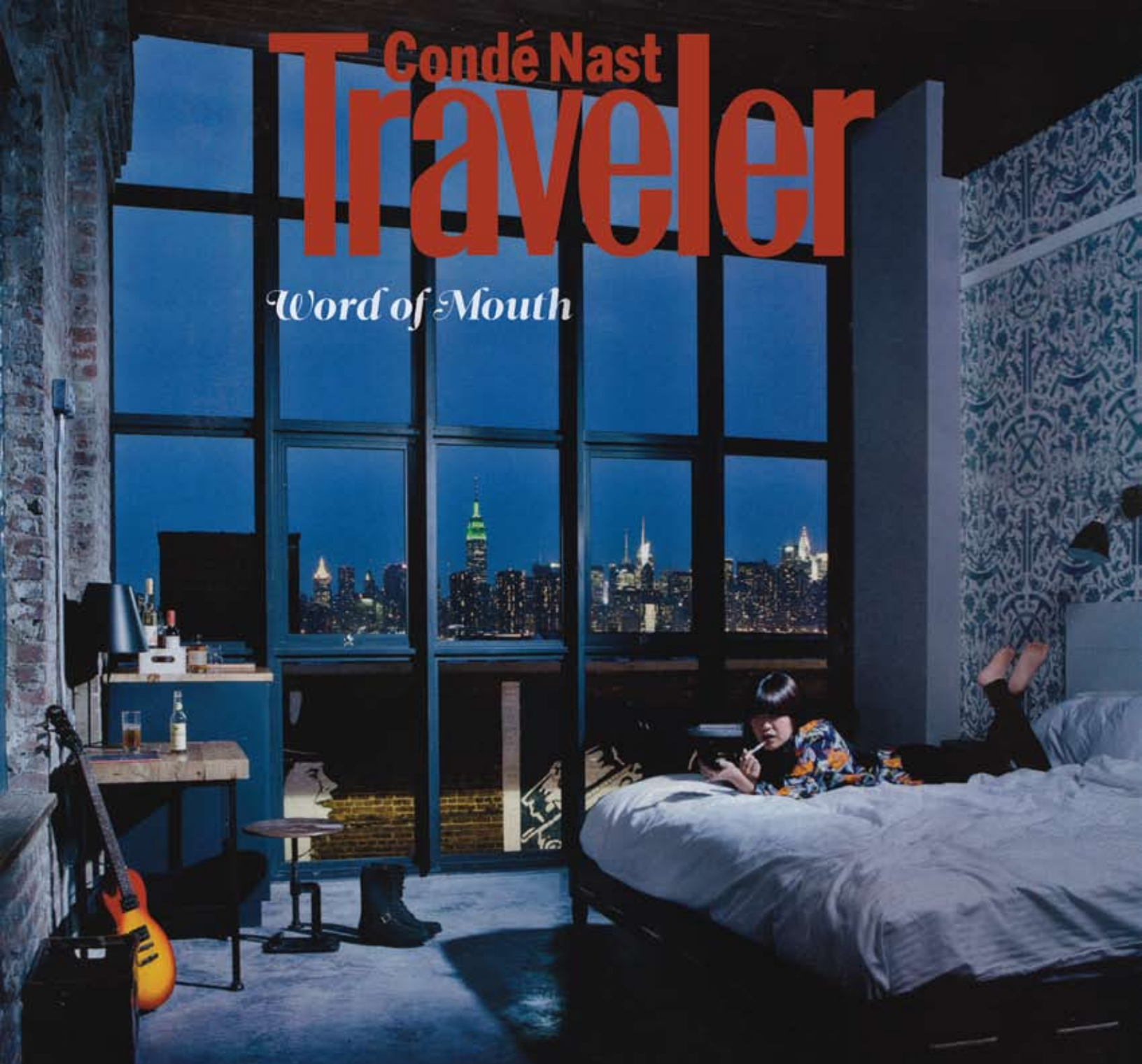


Condé Nast Traveler

Word of Mouth



ESSENTIAL HOTEL

No Sleep Till Brooklyn

Has any place produced more culture-defining phenotypes than Brooklyn? Think about it: The borough birthed the mobster, legions of Jay Z imitators, the Park Slope pram-pusher, and most recently (love 'em or hate 'em) the hipster. Now, with the **Wythe Hotel**, an airy 72-roofter in a former textile factory in the Williamsburg neighborhood, just across the river from Manhattan, hipsters the world over (and the parents who support them) will have a place to stay in skinny-jeaned comfort. It has what you'd expect in a cool Brooklyn hotel—original brick, bikes for borrowing, an old-school-minimalist aesthetic—but the rooms are brighter than you'd imagine and the Manhattan skyline views picture-perfect. Since the Wythe is run by the team behind Williamsburg's most beloved locavore eateries, Marlow & Sons and Diner, its restaurant, Reynards, will serve New York-raised lamb, beef, and chicken, cooked to perfection in a wood-burning oven. The upstairs bar will pour classic cocktails for visiting musicians; it's next to one of two "Band Rooms," which sleep four to six in coolly crafted quasi bunk beds (718-460-8000; doubles from \$179; entrée prices not yet available).



THE DARK SIDE
Musician and Brooklynite Peggy Wang, of the band *The Pains of Being Pure at Heart*, kicks back in room 408 at Williamsburg's new Wythe Hotel.