

# A Textile Factory is Converted Into The Wythe Hotel in Williamsburg, Brooklyn, NY

By Kerry Flint  
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The Wythe Hotel's location is nothing short of outstanding in the heart of Brooklyn, standing proud on the Williamsburg waterfront. Built in 1901, this former textile factory has been meticulously converted into a 72-room, 8 storey hotel offering service and amenities at a level yet to be seen in this trendy

New York borough. A few decades ago Manhattanites, pushed out by increasing property prices, started migrating over to Brooklyn, eventually followed by hipsters, eventually settling in Williamsburg. This area's seen quite an evolution which inevitably meant a level of gentrification. Gentrification provokes mixed





opinions but in one the world's most recognisable and fashionable cities it's inevitable and Brooklyn still holds onto a lot of its gritty history, tightly in its rough palm. The Wythe Hotel's an important part of this evolution: a strong example of when gentrification can deliver something outstanding. Since its opening on May 1st 2012, The Wythe's received an abundance of praise. This impressive hotel is a shiny gem in Brooklyn's crown, but not an over polished jewel that shines too bright for its surroundings; as this buildings industrial roots and sturdy urban character's been beautifully preserved.

Despite its size, Wythe Hotel's impressive design feels as down to earth as the area it sits in the heart of. The design of this hotel embraces the original building and surrounding area's hearty industrial charm by showcasing original features such as wooden ceilings, exposed bricks, steel columns and impressive arches. This old familiar building has been sympathetically

transformed with care to ensure that it remains relevant amongst its landscape and thereby feels familiar. Its discreet corner entrance ensures that it doesn't seem showy and out of place in an area renowned for its nonchalant laid back cool. From within, the hotel's views of old school retro graffiti, urban rooftops and the iconic steel stairwells make the hotel feel part of, embraced even, by its location. What ensures that this hotel doesn't negatively stand out from its surroundings, is the overall maintenance of a sense of history in what is an overall clean modern design scheme. Details, such as traditional sinks, dark wood, and the preservation of original deco tiles, add a quirky and welcoming dimension to this hotel's overall personality. This large, imposing building has a strong character but a soft centre where, despite its sturdy hip physique it encourages you to feel perfectly at home.

*Wythe Hotel*  
80 Wythe Ave. at N. 11th Williamsburg, Brooklyn, NY 11249

