

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.