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M SOCIAL DEBUTS IN THE UNITED STATES

Millennium Hotels and Resorts to introduce new lifestyle hotel to New York City

NEW YORK, NY. – May 27, 2021 – Today, Millennium Hotels and Resorts announced the opening [M Social Times Square New York](#), marking the brand’s first outpost in the United States. The new lifestyle offering will merge the energy of Times Square with contemporary design, vibrant art and inviting rooms to create an engaging retreat for guests to gather, work and discover all that New York has to offer.

The 480-room hotel is located at 226 West 52nd Street, in the heart of Times Square and walking distance to New York’s best attractions, including Broadway, the Theater District, Central Park, and Fifth Avenue. A hub for explorers, M Social features spaces that are designed to be accessible, comfortable and practical to guests needs, including outdoor venues with some of the best views of the city.

“M Social is unique – through its distinctive design experience, guests are invited to connect, explore and create. As we reemerge from the pandemic, there is no better time to exchange ideas and appreciate divergent thinking and creativity,” said Kwek Leng Beng, Executive Chairman of Millennium & Copthorne Hotels Limited. “We are thrilled to introduce the first North American location in New York and Times Square in particular, which exudes such a palpable energy. M Social New York is the destination for people in the know, who live in the now.”

Beast & Butterflies

M Social New York is home to the vibrant bar and lounge, Beast & Butterflies, a private oasis perched above Times Square boasting unobstructed views of the city and the perfect vantage point for the iconic Times Square Ball Drop. Nestled in an intimate yet approachable setting, guests of Beast & Butterflies can indulge whilst eying New York City’s sparkle on a 7500 square foot wrap around terrace adjacent to an indoor glass perch. Beast & Butterflies is designed to be a vibrant space with a highly curated cocktail menu and light bites.

Artistically Infused

M Social New York is adorned with an eclectic art collection and pairs its unique architecture with contemporary, avant-garde designs that illustrate a story based on New York City’s main characteristics. The lobby showcases a digital art installation which combines architecture, contemporary art and technology to create an unexpected and dynamic experience. 32 digital screens continuously display a curated library of digital art, transforming the space into an immersive living narrative that incorporates elegant display pieces throughout the area. Specialized art consultants also helped inject their own quirks throughout the hotel with installations such as the 600 sq ft lobby art wall, designed to enhance the aesthetic and spatial designs of the Times Square property.

Your Destination

The hotel’s distinctive, contemporary rooms are designed for all types of travelers to rest and re-energize in style with the guest’s practical needs in mind. Each inviting room has unparalleled Times Square, river

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or city views and each comes equipped with modern workspaces and ergonomic chairs, Serta mattresses and streaming-capable 4K smart TVs among other modern conveniences.

The M Social brand was launched in Singapore in 2016. Millennium Hotels and Resorts is exploring ways to grow the brand in more cities with strong character, to capture diverse stories and build up a community that shares itself with authenticity, an open mind and giving heart. M Social New York will be the third location for the brand with other outposts in Singapore and Auckland.

For more information about M Social New York or to book an upcoming stay, visit <https://www.millenniumhotels.com/en/new-york/m-social-hotel-times-square-new-york/> or call +1-212- 315-0100.

ABOUT MILLENNIUM & COPTHORNE HOTELS

Millennium Hotels and Resorts (MHR) is the global brand of Millennium & Copthorne Hotels Limited (M&C), a global hotel company which owns, manages and operates over 145 hotels across some 80 locations worldwide throughout Asia, Europe, the Middle East, New Zealand and the United States. Its properties are in key gateway cities such as London, New York, Los Angeles, Paris, Dubai, Beijing, Shanghai, Seoul, Tokyo, Singapore and Hong Kong. Occupying the best locations around the world, MHR has the perfect address for business and leisure travellers. M&C is the hotel arm of Singapore-listed global real estate company City Developments Limited, and is a member of the Hong Leong Group.

Visit www.millenniumhotels.com for more information.

For media enquiries, please contact:

Joanne Koh
Group Corporate Affairs
Hong Leong Group Singapore
Tel: +65 6877 8537
joannekoh@cdl.com.sg

Scarlett Sun
Global Branding and Marketing
Millennium Hotels and Resorts
Tel: +86 1370191 6785
Sacrlett.Sun@millenniumhotels.com