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**IMPERIAL COMPANIES UNVEILS Henry hall - bringing the boutique hotel experience to the residential marketplace**

*Amenities include a new restaurant by Delicious Hospitality Group, a “jam room”, drawing room and wine room at this Ken Fulk-designed property in Hudson Yards*

**New York, NY – June 5, 2017 –** Imperial Companies, in partnership with the San Francisco based Shorenstein family, today announced the official start of leasing at Henry Hall, an ultra-hip and posh rental property in the heart of Hudson Yards. The building will offer a residential option that merges New York’s nightlife and boutique hotel experience with luxury residential living.

Henry Hall - as part of its innovative programming - will debut [Delicious Hospitality’s](http://www.dhgnyc.com) new restaurant. The restaurant, bar and lounges will be spread over the building's first and second floors, in effect making these public areas and Henry Hall's common spaces - such as the second-floor bar, drawing room and wine room - one and the same.

"Every space, however unique, public or private, is considered an essential part of the Henry Hall story. They become a defining element of the residential experience,” said Eric Birnbaum, Co-Founder and Partner at Imperial Companies. "So many people would love to live in their favorite hotel or have the City’s newest restaurant be just downstairs - Henry Hall makes that a reality.”

Developed by Imperial Companies, on behalf of the joint venture partnership with Shorenstein, and located at 515 West 38th Street, the site of the former Legacy Recording Studio, the 33-story building offers 225 studios, one and two bedroom residences. In contrast to the glass towers dominating the Hudson Yards neighborhood, Henry Hall gives a thoughtful nod to ‘Old New York’ with its brick and steel façade.

The signature style and panache continue upon entering the building, courtesy of world-class interior designer Ken Fulk. Fulk, who has made a name for himself as the go-to designer for high-profile destinations such as The Battery and Leo’s Oyster Bar in San Francisco, and Sadelle’s in New York City, brings his sensibility to the East Coast with Henry Hall.

Combining the familiar and the aspirational, the traditional with the newer and bolder, Fulk's multifaceted design can be seen throughout all aspects of the building including the grand brass and teak staircase that connects the lobby to the bar.

"We styled the lobby, restaurant and bars after the kind of places where you feel good just being there. It’s high style amped up for a new generation with vibrant colors and patterns, but the focus is on art, music, food and drinks,” said Fulk. “Nothing is too precious, nothing is too pristine, it is beautiful yet it feels like home. The apartments were outfitted as a modern take on traditional grand hotels and in keeping with that theme the amenity spaces—were all created to extend the holistic experience of a boutique hotel to those lucky enough to live here."

In addition to the restaurant and second floor lounge, Henry Hall residents will have access to an array of sought-after amenities, including a “jam room,” resident’s club room, private dining rooms and wine room, roof deck, state-of-the-art training center as well as exclusive access to Henry Hall Concierge for 24-hour service.  The building residents will also ultimately have access to Hudson Park and the Highline.

The residences include finishes such as ash hardwood flooring throughout and oversized windows that flood the residences with natural sunlight and provide sweeping city views.  Gourmet kitchens are equipped with stark white quartz countertops and backsplashes, premium brass fixtures by Waterworks and stainless steel appliances by Bosch and KitchenAid. Custom hexagonal tiles line the bathroom floor and are accompanied by a medicine cabinet with integrated vanity lighting and polished nickel fittings.  Each unit is equipped with a Bosch washer/dryer.

Hudson Yard’s close proximity to the major transportation hubs of the recently completed 7 train extension, Penn Station and the Port Authority Bus Terminal provide an array of convenient transportation options.  Henry Hall is in close proximity to the city’s finest shopping, dining, entertainment and cultural venues and is surrounded by Chelsea and The Meatpacking District to the south and the Hudson River to the west.

Rents start at $3,200 per month.  For more information about Henry Hall, please visit [www.henryhallnyc.com](http://www.henryhallnyc.com).

**ABOUT IMPERIAL COMPANIES**

Imperial Companies, led by founding partners Michael Fascitelli and Eric Birnbaum, is a vertically integrated real estate investment, development and management platform focused on office, residential, urban retail and mixed-use properties across all major US platforms. Headquartered in New York, the firm has deployed approximately $550 million of total capitalization across its various investments since its launch in 2014, with the goals of value creation and long-term wealth preservation through ownership, development or strategic partnerships.

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