



Norwood

241 West 14th Street, New York

Norwood

Brief Summary

Norwood will be a private members club providing a stylish and comfortable meeting, eating and drinking haven in the heart of New York City to a sophisticated and international clientele of influential opinion-formers in the creative arts world. It will be a gathering place for individuals from all walks of the creative professions; painters, musicians, writers, chefs, fashion designers, and collectors to meet socialise and collaborate. It will also be a salon of discovery through talks, tastings and stimulating events.

Based in the unique and beautiful Andrew Norwood House (constructed in 1845) at 241 West 14th Street, the club will comprise an elegant restaurant, a walled garden, a private dining room, two bars with lounge areas and a flexible meeting area. *Norwood* will tap the desire for an intimate and characterful environment marrying great food, efficient service and facilities of the highest order, with a distinctive contemporary design aesthetic.

The Club will be set up and run by management with over twelve years experience of running a similar style private members club in central London called *Blacks*.

For its members, *Norwood* will become the comfortable place to relax and entertain, a home away home. Club staff will be carefully recruited and trained to give warm, friendly and attentive service.

Norwood will be open to its members seven days a week: 7.30am until 2am Monday through Wednesday, 7.30am until 4 am Thursday through Saturday, and 10am until midnight on Sunday.

Design

The interior design of *Norwood* will build on the idea of an elegant, welcoming household, a vision of another era but with intriguing flashes of modernity. The management team of Alan Linn and Steve Ruggi will be working with the award-winning designer Simon Costin to create a magical and unique ambience that is both impressive and attractive for business meetings as well as private social get-togethers. Locating the club in a large traditional townhouse gives the building a familiar geography for members and their guests and allows each floor to play a different role. Through relations with artists and gallery owners the Club will seek to present a changing and challenging selection of contemporary art in its spaces. The Club will reflect the changing seasons of New York in both atmosphere, design and food.

Parlour Floor

A welcoming reception opens out into a buzzing and spacious Grand Hotel-like bar with burning fires and contemporary and sometimes challenging artworks. Friendly and accommodating staff offer efficient and unobtrusive service from a well-stocked bar along with quality light meals. All the main dining and drinking areas of the club will be strictly cellular phone free, although separate communication areas will be available for phone use and internet access.

Garden Floor

Norwood will provide a large private dining area with its own private entrance where members can hold intimate and exclusive parties, book launches and drinks receptions.

Garden

An intimate, quiet, outdoor garden area will offer members a unique space in which they may have morning coffee, lunch, and evening supper.

Second Floor

Opulent but intimate dining rooms will be open for Breakfast, Lunch, Brunch and Dinner. The rooms will be atmospheric at night, while bright and casual during the day. A small but perfectly constructed menu will offer simple “new purist food”: timeless historical dishes and modern classics, using the highest quality seasonal meats, fish and vegetables.

Third Floor

The third floor will feature a less formal salon with lounging areas of decadent grandeur.

Fourth Floor

The penthouse floor will be a flexible space, offering a variety of options for members, whether it is a state-of-the-art meeting place, an informal screening room or organized special events.

Food

The club menu will be constructed of modern European dishes juxtaposed with classic but often neglected historic New York dishes, such as Carpetbag Steak, Lobster Newberg and Baked Alaska. Particular attention will be given to using the best quality suppliers of organic and hormone-free meats in conjunction with local producers of seasonal vegetables and cheeses.

Food and wine options will range from the affordable to the extravagant. Rather than an enormous list of eating options, each menu will present a selection of around half-a-dozen main dishes, a number in keeping with producing top quality food at economical prices. There will be attractive vegetarian options. Like the atmosphere in the Club, the menu will change with the seasons.

Norwood will not be competing in the ever-changing hottest New York restaurant stakes; however members will know that the restaurant at *Norwood* will always offer a changing but consistent selection of appetizing dishes cooked using seasonal ingredients and served with impeccable style.

Bar food will be in the style of tapas to reflect the history of West 14th street as “Little Spain.”

Once a month, *Norwood* will turn its kitchen over to a notable or up-and-coming guest chef from a restaurant elsewhere, giving members a special opportunity to sample the latest culinary tastes.

Norwood will always maintain several tables in the restaurant that cannot be booked in advance. As a result, members know that they will always have a stylish place to entertain their guests and dine without a reservation (although perhaps after a short wait in one of the lounges). Anyone under the age of 21 will not be allowed in the premises except in the private hire spaces.

Membership

Norwood will build a membership roll of sophisticated, successful, like-minded individuals drawn from across the arts and creative professions. On a typical vibrant day, the club would contain a cross-section of the Manhattan creative scene: an independent journalist interviews a young architect in the garden; a successful gallery owner lunches with an international art collector and a famous artist; a fashion magazine's editorial director is having early evening drinks with three of her girlfriends; a novelist celebrates the launch of another book; an award-winning actor filming in New York invites his Broadway director friend to the Club for a late supper and catch up; a young film maker showcases his new project in the top floor.

Norwood will also be very pro-active in initiating new projects within the art and design world since it sees itself as a movement for the encouragement of the arts in New York.

Applications for membership will be vetted and members will be chosen to produce an interesting and exciting selection of individuals from the creative arts who will appreciate what *Norwood* offers. Membership criteria are not based on fame or wealth but by talent, and all members and their guests will be treated equally and the club rules apply to them all.





Photographs show property as furnished by previous owner







