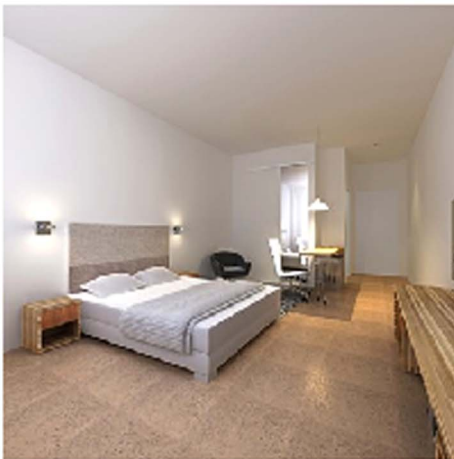


INDUSTRY NEWS

Nu Hotel Debuts in Downtown Brooklyn

July 11, 2008



Hersha Hospitality has opened the 93-room Nu Hotel Brooklyn. The hotel was designed by Datumzero Design Office and will be part of Hersha's Independent Collection.

Tucked into an upscale residential complex, the airy and modern Nu Hotel used its surroundings as inspiration for design. Stenciled quotes from famous Brooklyn residents, found objects from local landmarks, and unique local art dot the boutique hotel.

Guestrooms, meanwhile, are available in three styles: the Nu Standard, the Nu Friends Suite, and the Nu Urban Suite. The units are equipped with bunk beds and modular furniture. The Nu Urban suites feature a bed niche surrounded by leather accessories, a sitting area, and custom hammocks. All guestrooms have cork flooring, organic bedding, and custom furniture made from FSC-certified teak wood. Bathrooms have stone and glass showers, rainhead showerheads, Aveda bath products, and chalkboard walls.

The hotel also houses a lounge adjacent to the lobby, a business center, a fitness facility, and a reading nook.

