



Smith Street's Nu Hotel Hits All the Right Gruppy Notes

by Dana Rubinstein | July 18, 2008

Smith Street, Brooklyn's restaurant Mecca, has at long last scored its first boutique hotel, and the hotel's operators sure do know their audience.

Hersha Hospitality's [Nu Hotel](#), at the corner of Smith Street and Atlantic Avenue, hits nearly every single gruppy note.

Is it eco-friendly? Check. The press release boasts that the hotel has cork flooring, organic linens, and "custom furnishings crafted from FSC-certified, sustainably harvested teak wood."

Is it "Brooklyn" enough? Check. As per the release, "Whimsical references such as stenciled quotes from famous Brooklynites, 'found objects' from local landmarks and other daring local art strive to echo the authentic, confident character of Brooklyn."

Here are the aforementioned quotes:

1st Floor: "One's destination is never a place, but rather a new way of looking at things."

-Henry Miller, writer and painter

2nd Floor: "Serene was a word you could put to Brooklyn, New York, especially in the summer of 1912".....A Tree Grows in Brooklyn.

-Betty Smith, Author

3rd Floor

"People didn't really believe me when I told them I was going to be a film maker."

-Spike Lee, Filmmaker

And finally, does it have all the technological and lifestyle amenities that the average gruppy needs? Checkmate. "Amenities include 32" flat-screen televisions with 'jack packs' to dock audio, video and computer electronics and complementary WiFi access. Spacious bathrooms are equipped with unique chalkboard walls where guests can jot notes for housekeeping, travel mates, or simply record their own musings. Sleek light fixtures, stone and glass showers, rain head showers and Aveda bath products add a modern, luxurious sensibility."

Rates at the 93-room hotel start at \$200 a night.