

Unveiling a new era of luxury in the vibrant NoMad district, Hotel Seville NoMad introduces engaging guest experiences, a sophisticated new lobby bar and more

CHICAGO (April 1, 2025) – Allen Gross, Chairman of [GFI Hospitality](#), announces today the transition of the former James NoMad Hotel to [Hotel Seville NoMad](#), joining The Unbound Collection by Hyatt. Following the transition and an upcoming property refresh, Hotel Seville NoMad will introduce an elevated guest experience in the heart of New York’s vibrant NoMad district along with a new lobby bar and amenities inspired by the historic building’s vibrant past. Under Hyatt management, the hotel’s restoration to its early 20th century grandeur arrives in tandem with an overarching revitalization of the historic NoMad neighborhood, delivering a new epicenter for world-class dining, shopping and artistic experiences in New York.

“Hotel Seville NoMad bridges New York’s storied past and its elevated present, offering a dynamic destination where timeless elegance meets modern luxury,” says Tommasi Moccia, General Manager of Hotel Seville NoMad. “Whether locals are stopping in for expertly crafted cocktails and sophisticated dishes or visitors from across the globe are seeking a refined stay, we look forward to offering our guests an unforgettable experience in the heart of New York City.”

Housed in a meticulously preserved Beaux Arts building originally constructed in 1903, Hotel Seville NoMad blends timeless architectural elegance with contemporary design for a destination that pays homage to a rich history of art, culture and cuisine. The 348-room hotel introduces luxurious reimagined guest rooms, refreshed interiors and engaging guest programming along with Il Bar, a new residential-inspired lobby experience. The enriched guest rooms will seamlessly blend modern comforts and aesthetics, featuring vintage-inspired furnishings and textured materials set against hues of gray and blue. Inspired by iconic spaces across the globe, each guest room will additionally feature captivating works of art, celebrating the world of travel.

SAVORING SEVILLE

Situated in the heart of New York City’s dynamic NoMad neighborhood, Hotel Seville NoMad is a gateway to some of the city’s must-experience cultural, culinary and artistic experiences. Housed within the hotel, renowned restaurant Scarpetta blends rustic Italian tradition with refined presentation and offers guests a menu of rich, indulgent fare highlighting locally sourced ingredients. Complementing Scarpetta’s culinary offerings, The Seville is a hidden speakeasy gem and features a rotating roster of live jazz and DJ sets, transporting guests to a bygone New York with a contemporary twist.

Representing the hotel’s newest offering, Il Bar debuted in early 2025 as a new guest gathering space in the lobby, centered around a cascading stone bar designed by Thomas Juul-Hansen and offering creative cocktails and small bites. Il Bar is open Tuesday through Saturday from 3:30 PM-10:30 PM for guests to enjoy happy hour, pre-dinner cocktails or a nightcap, serving as a bookend for any New York adventure.

SOPHISTICATED SOIRÉES

A dynamic destination for groups and events of varying sizes, Hotel Seville NoMad offers a number of bespoke, flexible event spaces. Venues range from a stunning ballroom to intimate meeting rooms with catering supported by Scarpetta’s renowned cuisine. Whether groups are looking for intimate dinners, cocktail receptions or multi-day meetings, Hotel Seville NoMad is primed to welcome guests with an inviting yet elevated atmosphere.

NEIGHBORHOOD NOTES

Nestled between the Flatiron District and Midtown, NoMad is a culturally rich enclave in the heart of Manhattan. Evolving into one of New York’s most coveted destinations, NoMad encompasses landmark architecture, world-class dining and a thriving design and cultural scene for discerning travelers. As part of this dynamic landscape, Hotel Seville NoMad’s transformation embraces the neighborhood’s refined spirit and delivers a new destination reimagined with modern luxury, timeless elegance and an unmistakable sense of place.

As part of The Unbound Collection by Hyatt—a portfolio of luxury properties credited for its thoughtful curation of experiences—guests will have access to Hyatt perks, including the World of Hyatt rewards program to earn points and exclusive access to elite benefits.

Hotel Seville NoMad is located at 22 East 29th Street. For more information on the hotel or to make a reservation, visit the [website](#). Select images can be found [here](#) (Credit: Hotel Seville NoMad).

The term “Hyatt” is used in this release for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.

About Hotel Seville NoMad

Hotel Seville NoMad, part of The Unbound Collection by Hyatt, celebrates historical grandeur and contemporary style in the heart of New York City's NoMad district. Housed in an early 20th century Beaux Arts building, the hotel features 348 stylish guest rooms that seamlessly blend modern comforts and aesthetics with vintage-inspired furnishings and textured materials set against hues of gray and blue. A dynamic dining destination, Hotel Seville's onsite culinary offerings include Il Bar, a new residential-inspired lobby experience featuring a cascading stone bar designed by Thomas Juul-Hansen, creative cocktails and small bites; Scarpetta, the acclaimed Italian restaurant offering a menu of rich, indulgent fare alongside extensive bar and café offerings; and The Seville, a speakeasy-style cocktail lounge paying homage to the historical building and featuring a rotating roster of live music, moody décor and artfully crafted cocktails. For more information on the hotel or to make a reservation, please visit the [website](#).

About GFI Hospitality

GFI Hospitality and its affiliate GFI Development have developed and created some of the world's most iconic lifestyle hotels. In addition to the transition of the former James Nomad to Hotel Seville Nomad, other notable properties in the GFI portfolio include the Beekman, a Thompson Hotel, Thompson Central Park, Ace New York, and the Ace Brooklyn. GFI also developed the Ace Palm Springs, The Old No. 77 Hotel and Chandlery and provided development consulting services for the Chicago Athletic Association and the original Thompson Miami Beach. GFI is known for delivering best-in-class projects that directly benefit the communities in which they are located. The Company has completed over \$4 billion in hotel transactions and focuses on development, asset and property management.

About The Unbound Collection by Hyatt

More than a compilation of independent, one-of-a-kind hotels, The Unbound Collection by Hyatt brand is a thoughtful curation of *stories worth collecting*. Whether it's a modern marvel, a historic gem or a revitalizing retreat, each property provides thought-provoking environments and experiences that inspire guests seeking elevated yet engaging service when they travel. For a full list of hotels in the collection, visit unboundcollection.hyatt.com. Follow @UnboundxHyatt on [Facebook](#) and [Instagram](#) and tag your photos with #UnboundxHyatt.

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company guided by its purpose – to care for people so they can be their best. As of December 31, 2024, the Company's portfolio included more than 1,400 hotels and all-inclusive properties in 79 countries across six continents. The Company's offering includes brands in the *Luxury Portfolio*, including **Park Hyatt®**, **Alila®**, **Miraval®**, **Impression by Secrets**, and **The Unbound Collection by Hyatt®**; the *Lifestyle Portfolio*, including **Andaz®**, **Thompson Hotels®**, **The Standard®**, **Dream® Hotels**, **The StandardX**, **Breathless Resorts & Spas®**, **JdV by Hyatt®**, **Bunkhouse® Hotels**, and **Me and All Hotels**; the *Inclusive Collection*, including **Zoëtry® Wellness & Spa Resorts**, **Hyatt Ziva®**, **Hyatt Zilara®**, **Secrets® Resorts & Spas**, **Dreams® Resorts & Spas**, **Hyatt Vivid Hotels & Resorts**, **Sunscape® Resorts & Spas**, and **Alua Hotels & Resorts®**; the *Classics Portfolio*, including **Grand Hyatt®**, **Hyatt Regency®**, **Destination by Hyatt®**, **Hyatt Centric®**, **Hyatt Vacation Club®**, and **Hyatt®**; and the *Essentials Portfolio*, including **Caption by Hyatt®**, **Hyatt Place®**, **Hyatt House®**, **Hyatt Studios**, and **UrCove**. Subsidiaries of the Company operate the World of Hyatt® loyalty program, ALG Vacations®, Mr & Mrs Smith, Unlimited Vacation Club®, Amstar® DMC destination management services, and Trisept Solutions® technology services. For more information, please visit www.hyatt.com.

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