

VARIETY

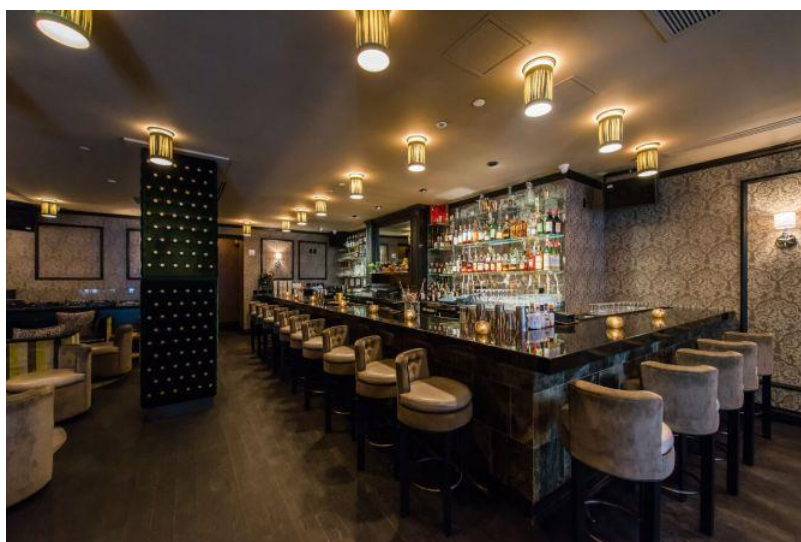
October 25, 2015



On the heels of a full facelift, New York's [Dream Midtown](#) — a 12-year-old hotel housed in a restored 1895 Beaux-Arts building — just re-launched its food and beverage program by way of two stylish new properties.

The Rickey, an opulent lobby lounge ideal for a work meeting, is inspired by the infamous cocktail's namesake, Colonel Rickey — who closed deals with senators over libations, and popularized the trend of incorporating fresh-squeezed lime in a Bourbon and seltzer concoction.

"We thought having some elements with a turn-of-the-century vibe matched really well with doing craft cocktails in Midtown," says food and beverage managing partner [Matt Strauss](#) of the handpicked lamps, velvet sofas, plush green columns and wrap-around marble bar.



In addition to four versions of the celebrated Rickey, the imaginative cocktails designed by mixologist Johnny Swet (Jimmy at the James, Cafe Clover) make use of surprising ingredients and elaborate custom ice cubes.

The Pomegranate Rickey features vodka, Pamma liquor, ginger beer, lime and pomegranate seed ice, while the popular Cartel is a sweet amalgamation of Sailor Jerry Rum, pineapple syrup and a coconut water block of ice, topped with grated Colombian coffee beans.



Upstairs, the indoor-outdoor PHD Terrace is an offshoot of the al fresco counterpart in four-year-old sister property, Dream Downtown — also home to hip basement lounge Electric Room and upscale Mexican restaurant Bodega Negra, in addition to sceney rooftop PHD (which stands for PentHouse Dream).

Midtown's supersized version of the hot spot, situated on the hotel's 15th and 16th floors, is designed by Josh Held (Marquee New York, Voyeur Los Angeles) to feel like a glamorous, bi-level penthouse. "The idea behind the whole venue," explains Strauss, "is it's the coolest person in New York's apartment that you've been invited to, and it happens to be in this hotel."

The sprawling new rooftop, which also serves refined bites like a BLT deviled egg, will feature programming Wednesday through Sunday — though Wednesday night in particular will appeal to an after-work/post-dinner crowd. Strauss envisions patrons starting their nights at The Rickey before migrating upstairs to enjoy PHD Terrace's DJs and more "Downtown"-type of vibe, albeit with a luxe Midtown touch.

Octopus-like chandeliers, gold ceramic tile and mirrored tables line the indoor area, and the outdoor deck, with wooden banquettes and charming greenery, builds upon breathtaking views of Times Square. "It's very posh for Midtown," notes Strauss, whose trendy Dream hotel brand will next be coming to Hollywood.

