

The Standard

2021

# The Standard Hotels

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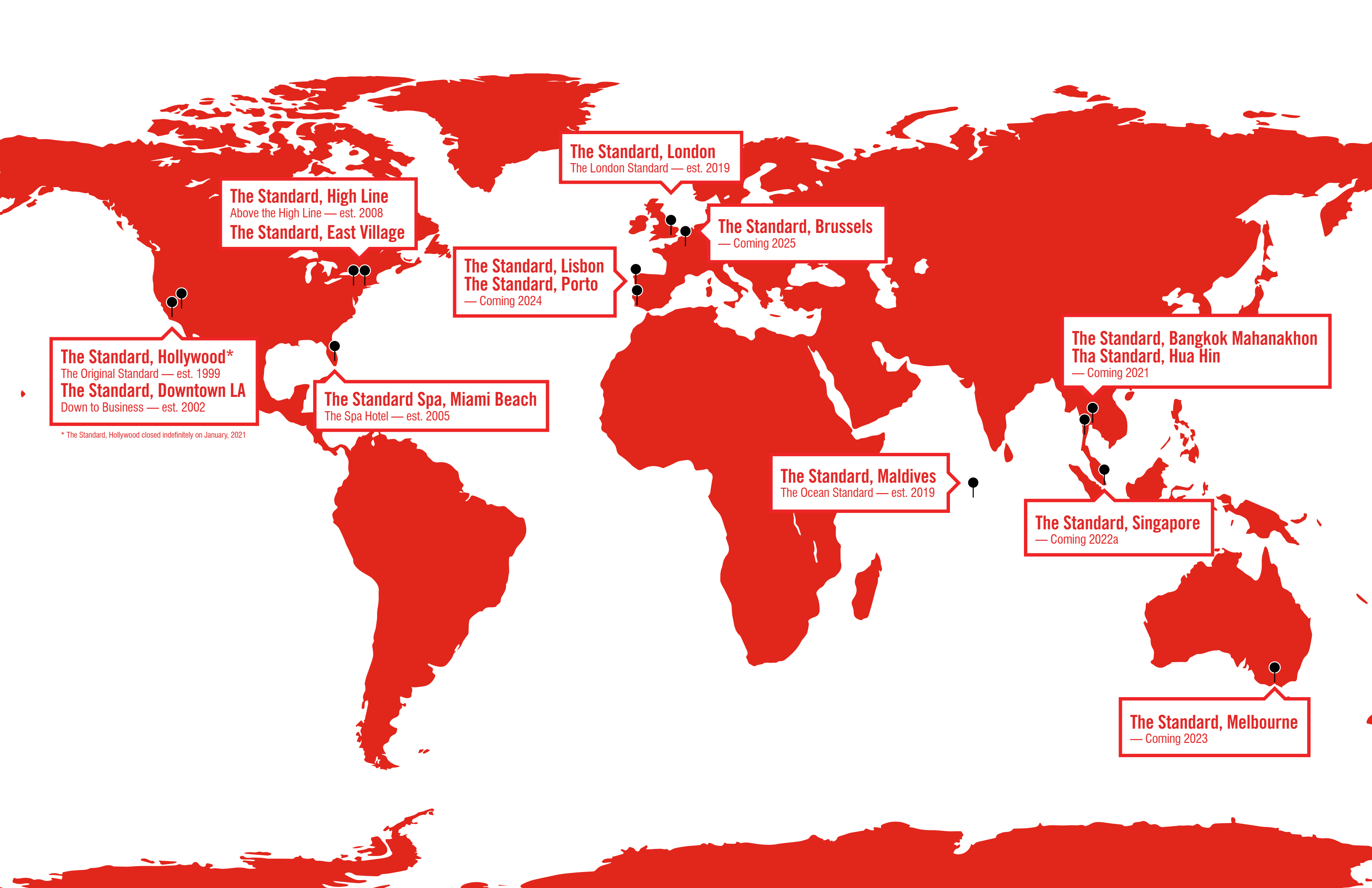
# The Most Powerful Brand in the Boutique Hotel Business

## OUR STORY

The simple premise behind The Standard is that it is anything but. Founded in 1999, the goals of every Standard are to up the aesthetic stakes and defy convention while attending to every detail, embracing our local communities, providing a welcoming and inclusive environment for our teams, and, of course, delivering a smashing good time for our guests.

The Standard's unique sensibility and voice, combines with careful consideration of design and service to deliver experiences that define neighborhoods and create destinations renown globally.

We believe in hospitality fueled by culture. As we take The Standard to new markets around the world, we retain and enhance our mission of creating hotels layered with personalities, collaborators, and amusements from culinary and nightlife to retail and wellness that surprise and delight our guests.



**The Standard, Hollywood\***  
The Original Standard — est. 1999  
**The Standard, Downtown LA**  
Down to Business — est. 2002

\* The Standard, Hollywood closed indefinitely on January, 2021

**The Standard, High Line**  
Above the High Line — est. 2008  
**The Standard, East Village**

**The Standard Spa, Miami Beach**  
The Spa Hotel — est. 2005

**The Standard, Lisbon**  
**The Standard, Porto**  
— Coming 2024

**The Standard, London**  
The London Standard — est. 2019

**The Standard, Brussels**  
— Coming 2025

**The Standard, Maldives**  
The Ocean Standard — est. 2019

**The Standard, Bangkok Mahanakhon**  
**The Standard, Hua Hin**  
— Coming 2021

**The Standard, Singapore**  
— Coming 2022a

**The Standard, Melbourne**  
— Coming 2023

The Standard

New York

# The Standard, High Line

# High Line

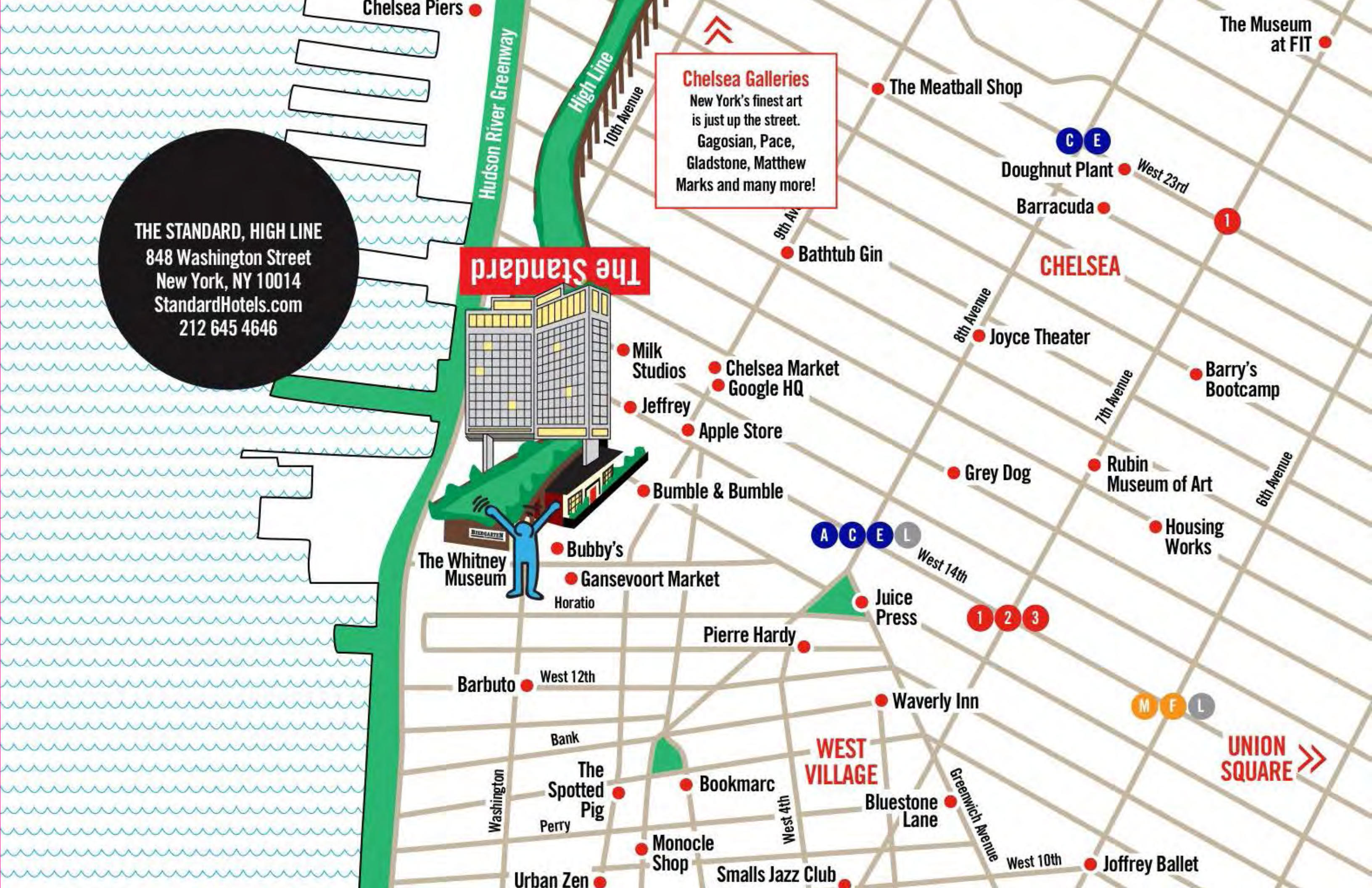
## ABOVE THE HIGH LINE

Rising above a former elevated train line that has become downtown's favorite public park, The Standard, High Line is located in New York City's Meatpacking District. Every one of the 338 rooms features a full wall of floor-to-ceiling windows with sweeping views of Manhattan and/or the mighty Hudson River. The hotel's inviting and scintillating public spaces include a bustling German beer garden at ground level, the rooftop discothèque Le Bain, the legendary Top of The Standard, and an outdoor public plaza with rotating art installations and a winter ice rink. A neighborhood staple, the award-winning Standard Grill melds a brasserie atmosphere with new American cuisine.

**THE STANDARD, HIGH LINE**  
848 Washington Street  
New York, NY 10014  
StandardHotels.com  
212 645 4646

**Chelsea Galleries**  
New York's finest art  
is just up the street.  
Gagosian, Pace,  
Gladstone, Matthew  
Marks and many more!

**The Standard**

































The Standard

The Standard

New York

# The Standard, East Village

# East Village

## THE VILLAGE STANDARD

Located off Cooper Square in one of New York's most vibrant, artistic neighborhoods, The Standard, East Village is cozy, charming, and eccentric in equal measure—very much in the spirit of its surroundings. You enter the 21-story tower through an original tenement-style building before ascending to unparalleled views of Manhattan. There's a quiet, calm garden tucked away at street level, innovative cuisine and natural wine at Narcissa, the bustling, all-day street-side Café Standard with an indoor mushroom farm, and NO BAR, a highly inclusive new wave gay bar with late night parties and club-like programming.

**THE STANDARD, EAST VILLAGE**  
 25 Cooper Square  
 New York, NY 10003  
 StandardHotels.com  
 212 475 5700

**Work It Out!**  
 SoulCycle, David Barton,  
 New York Health & Racket Club,  
 Blink, Barry's Boot Camp, and  
 Crunch all within a few blocks

**The Standard**



**Shop, Shop, Shop**  
 You deserve it:  
 Prada, Chanel, Louis Vuitton,  
 Top Shop, MOMA Design Store,  
 Uniqlo, and so much more

**GREENWICH VILLAGE**

**LITTLE TOKYO**

**EAST VILLAGE**

**SOHO**

**ALPHABET CITY**

**LOWER EAST SIDE**

La Esquina

Balthazar

McNally Jackson Books

AB Biagi

New Museum

Freeman's Restaurant & Sporting Club

Mercer Kitchen

B D F M

N R

6

F

Great Jones Spa

3.1 Phillip Lim

Dashwood Books

John Derian

La Colombe

Indochine

Joe's Pub

New York University

Muji

North Star Tattoo

A1 Record Shop

Manitoba's

Russian & Turkish Baths

Momofuku Noodle Bar

Liquiteria

Phoenix Bar

Ippudo



25

OMP

C  
A  
DINNEY  
FOODS





























The Standard

Los Angeles

**The Standard,  
Downtown LA**

A rooftop pool area with lounge chairs and red chairs, with a city skyline in the background. The pool is in the foreground, and the lounge chairs are arranged in rows. In the background, there are several tall buildings, including one with "CITY NATIONAL BANK" visible on its facade. The sky is clear and blue.

# Downtown LA

## DOWN TO BUSINESS

Originally constructed as the headquarters of Superior Oil, The Standard, Downtown LA is Mid-Century California architecture par excellence. Smack-dab in the center of booming Downtown Los Angeles, the 207-room hotel features massive guest rooms, a rooftop pool and bar with stunning panoramic views of LA, an intimate rooftop garden bar, a stellar 24-hour restaurant, and the full-service Ping-Pong club, the Paddle Room. There is also a quarry's worth of marble on the façade and covering the lobby, which is, well, very impressive.

550 South Flower Street, Los Angeles, CA 90071 • Est. 2002 • Rooms: 207

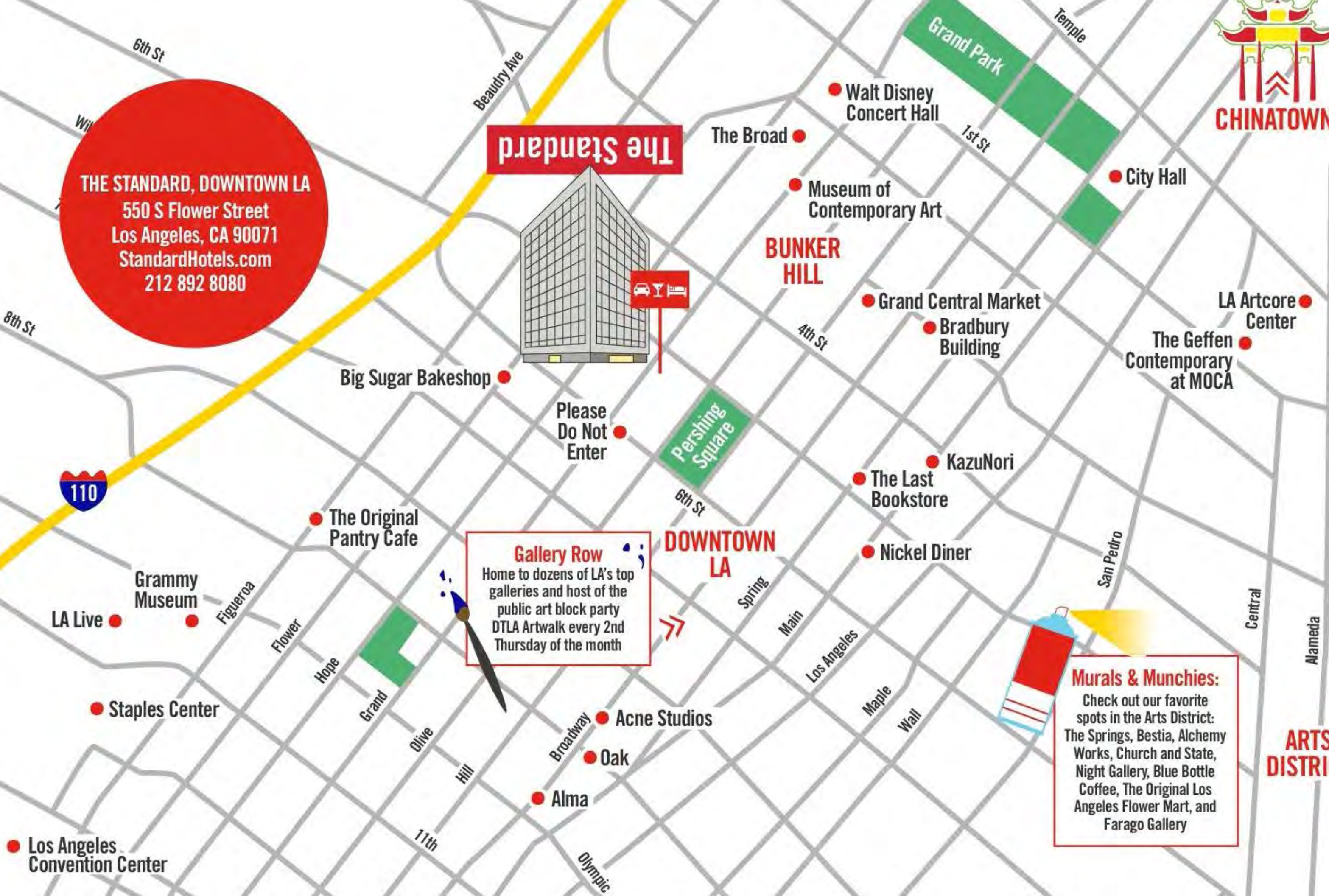
**THE STANDARD, DOWNTOWN LA**  
550 S Flower Street  
Los Angeles, CA 90071  
StandardHotels.com  
212 892 8080

**The Standard**



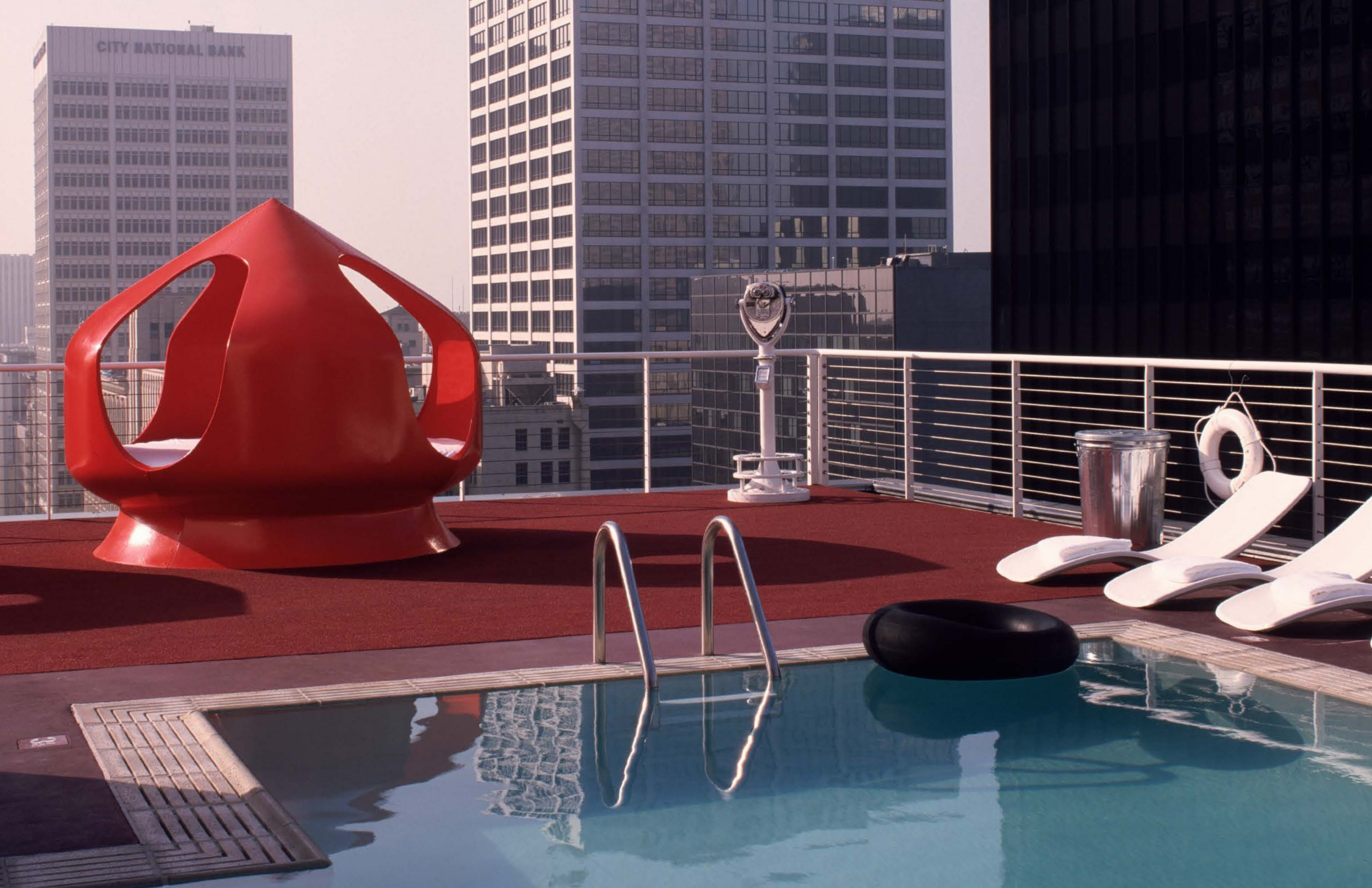
**Gallery Row**  
Home to dozens of LA's top galleries and host of the public art block party DTLA Artwalk every 2nd Thursday of the month

**Murals & Munchies:**  
Check out our favorite spots in the Arts District: The Springs, Bestia, Alchemy Works, Church and State, Night Gallery, Blue Bottle Coffee, The Original Los Angeles Flower Mart, and Farago Gallery









CITY NATIONAL BANK













Miami

# The Standard Spa, Miami Beach



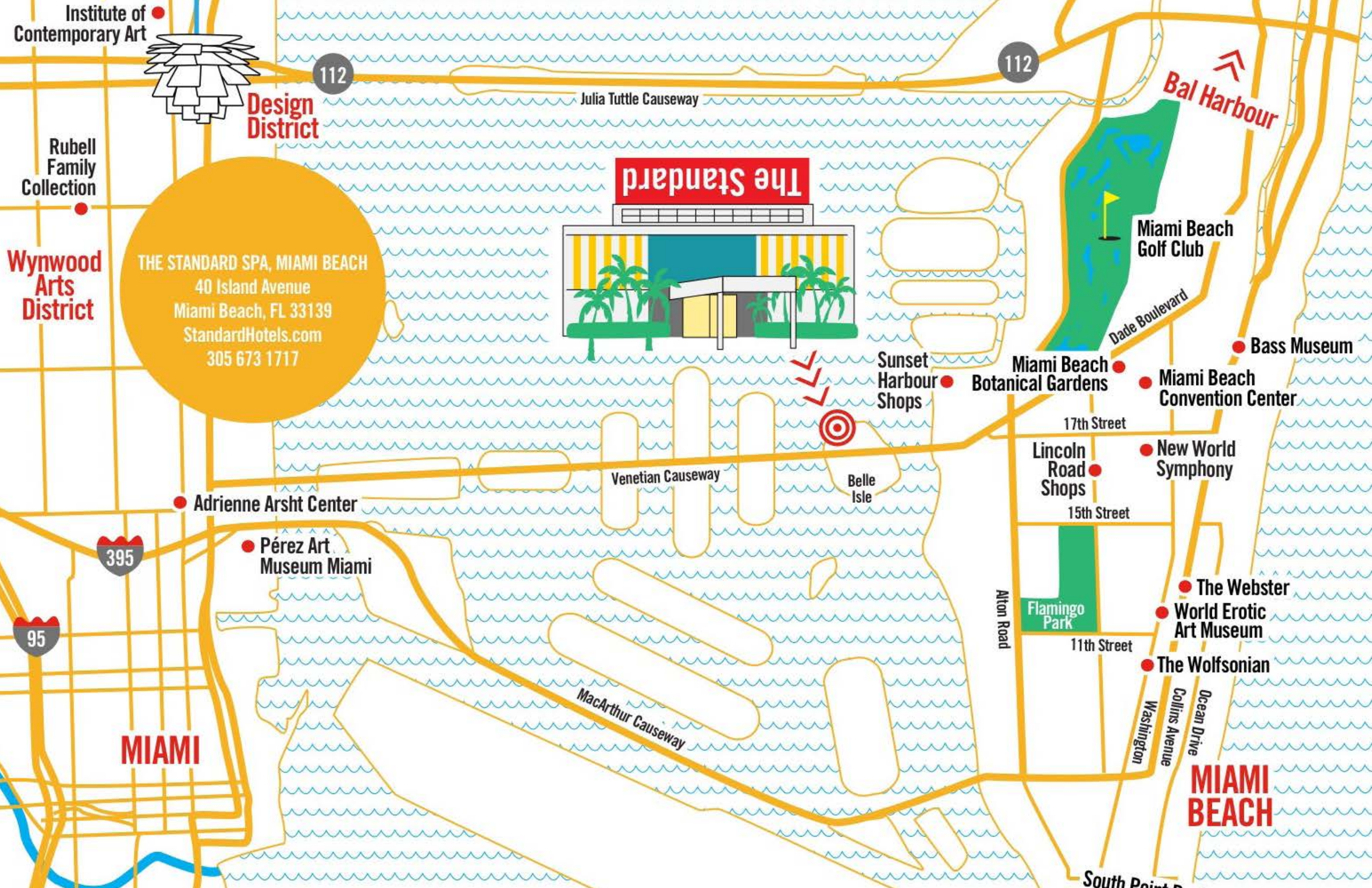


# Miami Beach

## THE SPA HOTEL

Located on Belle Isle, steps away from the action on South Beach, The Standard Spa, Miami Beach is less a “hotel,” and more a spa with guest rooms. Set amidst peaceful tropical gardens, the breezy, soothing rooms feature private terraces, many with outdoor soaking tubs, as well as an indoor and outdoor hydrotherapy playground, complimentary to hotel guests. The Spa encourages the communal rituals of ancient bathing traditions and serves as a hub for sessions by some of the world’s top yogis and treatments by expert practitioners. The Lido Restaurant & Bayside Grill offers the perfect warm-weather, sun-kissed Mediterranean-inspired menu. There’s also a juice café, fitness center, clothing boutique, nail salon, and Danish modern bar and lounge.

40 Island Ave, Miami Beach, FL 33139 • Est. 2005 • Rooms: 105



Institute of Contemporary Art

Rubell Family Collection

Wynwood Arts District

Design District

**THE STANDARD SPA, MIAMI BEACH**  
40 Island Avenue  
Miami Beach, FL 33139  
StandardHotels.com  
305 673 1717

**The Standard**



Sunset Harbour Shops

Miami Beach Botanical Gardens

Miami Beach Golf Club

Miami Beach Convention Center

Bass Museum

New World Symphony

Lincoln Road Shops

Adrienne Arsht Center

Pérez Art Museum Miami

The Webster

World Erotic Art Museum

The Wolfsonian

Flamingo Park

395

95

MIAMI

MIAMI BEACH

Julia Tuttle Causeway

Venetian Causeway

MacArthur Causeway

Belle Isle

Bal Harbour

Dade Boulevard

17th Street

15th Street

11th Street

Alton Road

Washington

Collins Avenue

Ocean Drive

South Point











Juice Café

STAR HAM KALE  
PERONI STELLA ARTON ESTRELLA MONK IN THE TR... EYE OPENER'S SALUTATO... KIK VEGETAL  
SANDWICHES  
SANGRIA  
GINGER S...  
WHEAT OR...  
FRUITLESS











The Standard

London

**The Standard, London**

The image shows the interior of a restaurant or bar. In the foreground, there is a round wooden table with a patterned top, set with white napkins, silverware, and glasses. A lit candle in a glass holder sits on the table. The background features a bar with various bottles and a large, abstract wooden sculpture. The ceiling has a decorative, geometric pattern, and the walls are covered in red, textured panels. The lighting is warm and ambient.

# London

## THE FIRST INTERNATIONAL

Housed in the former Camden Town Hall Annex in London's thriving King's Cross neighbourhood, the 1974 Brutalist building has been meticulously restored and sets the perfect stage for The Standard's first hotel outside America. The Standard, London has 266 rooms in 42 unique styles ranging from Cosy Core rooms to terraced suites with outdoor bathtubs overlooking St Pancras station. The lobby lounge, with a carefully curated library pays homage to the building's original use, with a Sounds studio hosting weekly live music and talks. Executive Chef Adam Rawson's street facing bar, Double Standard, offers lunch, happy-hour and casual drinking and dining, while his garden restaurant, Isla, features a seasonally-driven, coastal inspired menu. Board the street level, exterior red lift directly to the 10th-floor where Chef Peter Sanchez-Iglesias' restaurant, Decimo, showcases his live fire cooking and the building's 360-degree views of London.



FaceGym  
Dishoom  
Alain Ducasse Chocolate  
Coal Office

Frame

St. Pancras Gardens

Oakley Square

Eurostar

King's Cross Station

Caledonian Road

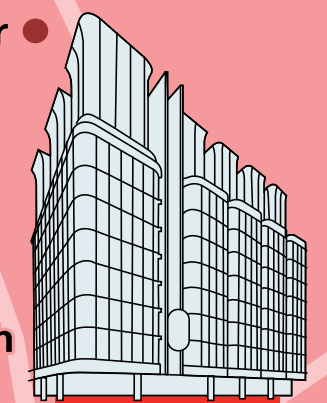
Mildreds

Joseph Grimaldi Park

The Lexington

1Rebel

The British Library



The Standard

Gagosian Gallery

Itadaki Zen

Sadler's Wells Theatre

Euston Station

Barry's Bootcamp

Wellcome Collection

Honey & Co.

Brunswick Square

Argyle Square

Wicklow Street

Swinton Street

Gordon Square

Tavistock Square Gardens

St. George's Gardens

Brunswick Square Gardens

Coram's Fields

St. Andrew's Gardens

Ciao Bella

Redemption Roasters

Hampstead Road

Phoenix Road

Midland Road

Pancras Road

York Way

Pentonville Road

Weston Rise

St John Street

Chalton Street

Osulton Street

Euston Road

Judd Street

Argyle Street

St. Chad's Street

Cromer Street

Wicklow Street

Eversholt Street

Mableton Pl

Sidmouth Street

Gray's In Road

Rosebery Ave

Euston Road

Gordon Square

Tavistock Place

Lamb's Condu









History

Engineering































Maldives

# The Standard, Maldives





# Maldives

## THE ISLAND OASIS

Your Maldivian dreams are about to come true at The Standard's first island escape. A short sea plane ride away from Male, our oasis will offer a unique blend of relaxation and social life, perfect for a romantic escape or a getaway with everyone you know. Whether an overwater villa floating in our lagoon or settled on a pristine sandy beach front, each of our 115 villas will feature their own private lounge deck and plunge pool. You will fill your days snorkeling our naturally protected house reef or dive deep on boat excursion through the local waters. Physical activity not your thing? Relax in our indoor hydrotherapy oasis, The Standard Spa, complete with a communal hammam, aroma steam room, daily yoga and nine private treatment rooms to leave your body refreshed. No Standard stay is ever complete without a night to remember; so whether dancing to tribal beats at a beach bonfire or at our glass bottom, overwater nightclub, the only thing that will end the fun is the sunrise.

 House Reef Snorkeling Area

 Snorkeling & Swimming Prohibited

Overwater Ocean Villas

Residence

● The Standard Spa

● 2 Bedroom Ocean Beach Villa

● Lil' Sharks Kid's Club, Gym and Tennis Court

2 Bedroom Lagoon Overwater Villas

Lagoon Overwater Villas

● Beru Bar

Kula Restaurant  
Joos Café, Todis Bar  
and Main Pool

● Arrival Jetty

● The Lobby

● 2 Bedroom Lagoon Beach Villas

● Ocean Beach Villas

● Lagoon Beach Villas

● Guduguda

Water Sports  
and Dive Center  
BBQ Shak

THE STANDARD,  
HURUVALHI MALDIVES

Raa Atoll,  
Republic of Maldives  
Standardhotels.com  
+960 6585555

N



Meters

● Baby Island





























AMB. DE VIVO

Zona ind. Fosse Imp. 84014 Nocera Inf. (Sal. Italia)  
B.N.D.O. 0113805  
Tara gr 500±15%

FINOCCHI  
ORIGINE ITALIA

buono!  
ortaggi!



















Bangkok

# The Standard, Bangkok Mahanakhon

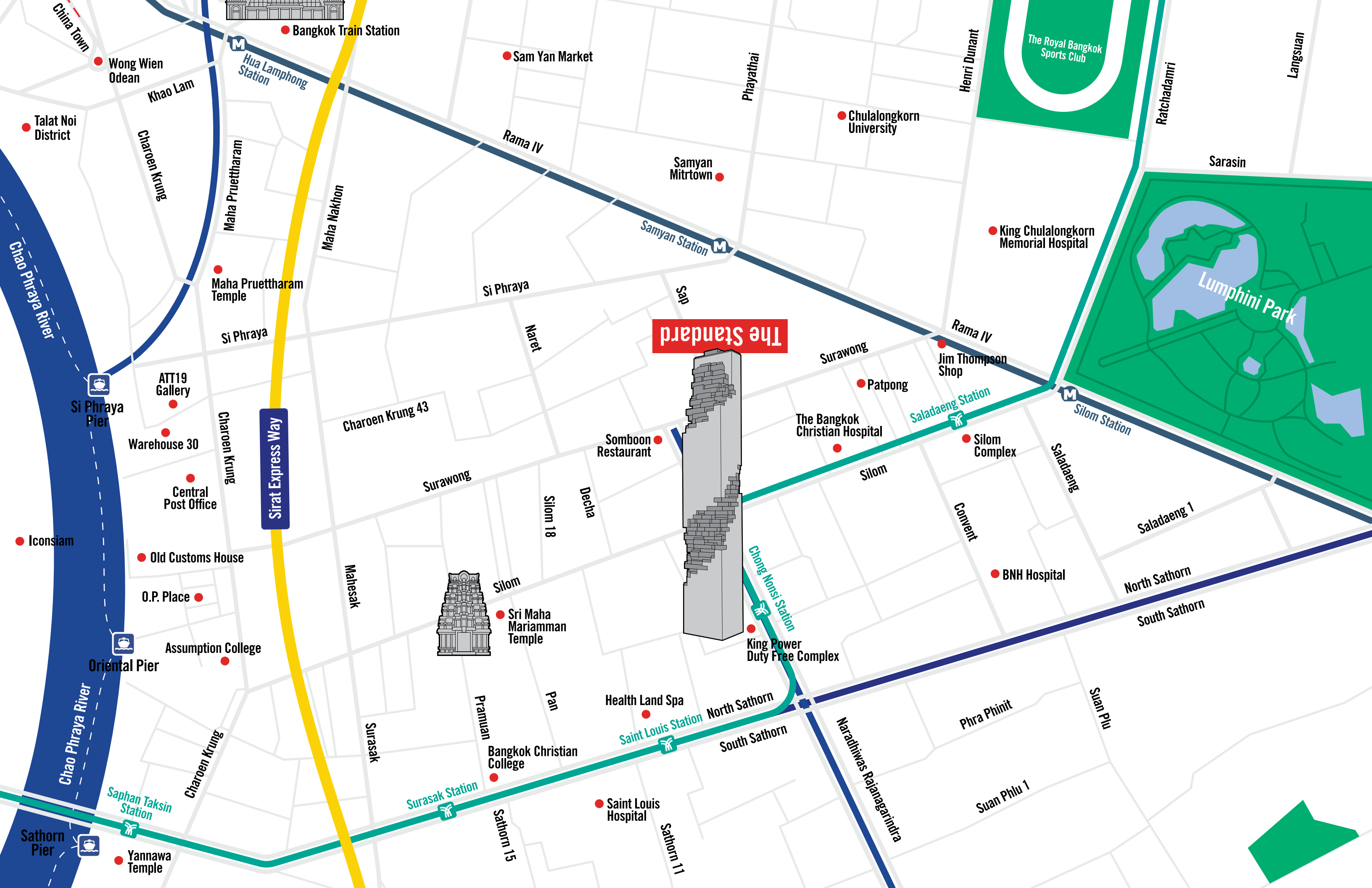
# Bangkok

Bangkok is a buzzy and bold city, planned not from the top down but created from the bottom up. That exact spirit of innovation and unconventionality has made the Thai capital the perfect locale for our Asia flagship, with The Standard, Bangkok Mahanakhon.

Located in one of the most iconic buildings in the city, the 155-room hotel is already a landmark. With rooms ranging from 29 sqm to a sprawling 144 sqm penthouse, a terrace pool, fitness center, meeting rooms and a dynamic variety of food, drink and nightlife venues, The Standard, Bangkok Mahanakhon is a fit for any traveler, at any time of day or night. There's The Parlor, the hub of the hotel for socializing, cocktails, work, lounging, live music, lectures and more, the eclectic and unexpected Tea Room, American steakhouse classics at The Standard Grill, and an award-winning Chinese cuisine by Mott 32.

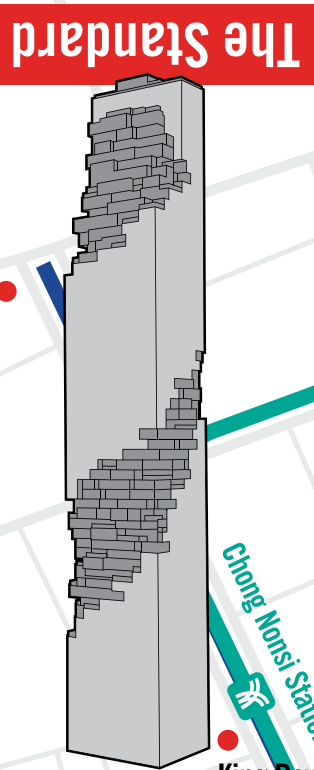
114 Narathiwat Road, Silom, Bangrak, Bangkok 10500 Thailand • Coming 2021 • Rooms: 155





**The Standard**

**Sirat Express Way**



The Royal Bangkok Sports Club

Lumphini Park

Talat Noi District

King Chulalongkorn Memorial Hospital

Chulalongkorn University

Samyan Mitrtown

Sam Yan Market

Bangkok Train Station

Maha Pruettharam Temple

ATT19 Gallery

Warehouse 30

Central Post Office

Old Customs House

O.P. Place

Assumption College

Oriental Pier

Saphan Taksin Station

Yannawa Temple

Somboon Restaurant

The Bangkok Christian Hospital

Patpong

Jim Thompson Shop

Silom Complex

BNH Hospital

King Power Duty Free Complex

Health Land Spa

Saint Louis Hospital

Sri Maha Mariamman Temple

Bangkok Christian College



























Prachuap Khiri Khan, Thailand

**The Standard, Hua Hin**

# Hua Hin

Hua Hin has been a beloved beach getaway for over a hundred years, dating back to the construction of the railroad connecting the bustling metropolis of Bangkok with this dreamy seaside town. By the mid-1920s, it became the chosen holiday retreat for Thai nobility drawn to the undiscovered pristine coastline. Over time, this sleepy fishing village has transformed into a popular coastal destination while maintaining its old world charm and natural beauty.

This beach town has been even further awakened with the arrival of The Standard, Hua Hin. A nod to the hotel's first waterfront resort in Miami. The hotel is nestled in a lush garden dreamscape with native flora and greenery, just steps from the Gulf of Thailand.

A colorful collection of 199 rooms, suites and villas is complemented by an innovative spa program seamlessly paired with a lively and vibrant pool scene, and a variety of drinking and dining options to suit every taste. There's the Lido restaurant and bar for all-day indoor or al fresco dining, elixirs and fresh pressed juices at The Juice Cafe, and the impeccably restored Heritage House, Praia, for authentic Thai food and craft cocktails in an unparalleled setting.



3281

Khao Hin Lek Fai 2

Hua Hin 70

Petchkasem

Hua Hin 55

● Saeng Thai 2 Seafood Restaurant

● Chaolay Seafood Hua Hin

Hua Hin Night Market

Hua Hin 57

Hua Hin 72

● Jek Piek Coffee Shop  
● Koti Restaurant Huahin

● Hua Hin Seafood Restaurant

● Hua Hin Clock Tower

● Pa Jue Mango Sticky Rice

Hua Hin 74

Hua Hin Beach

Hua Hin 74/2

Hua Hin 61

Hua Hin 61

Hua Hin 76

Naresdamri

● Phon King Phet Park

Municipal Office

The Standard

Royal Hua Hin Golf Course

Hua Hin Train Station

Hua Hin 80

● The Chocolate Factory

Hua Hin 82

Hua Hin 84

● Khomapatr Thai Textiles  
● Villa Market Hua Hin

● San Paulo Hospital

Hua Hin 86





The Standard





























The Standard

**Thank you.**