



## **CANOPY BY HILTON DEBUTS IN NEW YORK METROPOLITAN AREA**

*Lifestyle Hotel to Open in Jersey City's Thriving Arts District Neighborhood*



**JERSEY CITY** (July X, 2020) – Canopy by Hilton, Hilton’s (NYSE: HLT) lifestyle hotel brand, announced today the opening of **Canopy by Hilton Jersey City Arts District**, marking the brand’s first outpost in the New York City Metropolitan Area. The hotel’s arrival will support the robust culture of the Arts District with the area’s first truly elevated hospitality offering, providing a new hub for the fast-growing creative community.

The 211-room hotel, owned and developed by Panepinto Properties, The KABR Group, Three Wall Capital and Greentree Construction, is located at 159 Morgan St., surrounded by endless restaurants, inspiring galleries, public art projects, and unique shopping offerings. The hotel will serve as a gateway to experience Jersey City like a local while offering proximity to New York City.

“We look forward to introducing the Canopy by Hilton lifestyle to the Tri-State and immersing locals and guests in the culture of this burgeoning neighborhood of the Arts District,” said Ravi Dave, Principal at Three Wall Capital. “We’re proud to finally deliver a hospitality product that speaks to the neighborhood’s urban sophistication and cultural diversity.”

### **Artistically Infused**

As a tribute to the Arts District, Canopy by Hilton showcases the exceptional work of talented local artists selected by the hotel’s Art Curator, Stefania Panepinto of Panepinto Galleries. The area’s dynamic history and energy shine through the colourful murals by Ricardo Roig and Jenna Morello, who pay homage to the Powerhouse Arts District and industrial Jersey City of the past.

“As one of the most culturally diverse cities in the nation, Jersey City has an exciting and vibrant art scene that grows stronger and larger each year. We wanted to make sure our guests were able to see and feel the energy of the neighborhood through our eclectic arts program,” said Art Curator Stefania

Panepinto. “We are extremely proud of the art on display at the hotel. Not only are the pieces created by locals but they each tell the story of Jersey City in their own unique manner.”

A key feature of the hotel’s art program is a meticulously curated on-going rotating art collection that is infused throughout Canopy Central.

Three distinctive areas within the hotel, collectively coined the Canopy Central Art Studios, give local artists a place to create new works while providing guests with a real-time opportunity to witness the creative process, from the painting studio at the social seating area and the photography/print studio at the retreat to the sculpture studio at the café.

Limited edition silkscreen prints by Gary Lichtenstein inspired by the Dixon Mills Pencil Factory are displayed in all guestrooms, while the corridors are brought to life with original acrylic paintings by Candy Le Sueur and hand-made cyanotype prints by Tatsuro Nishimura.

### **Locally Inspired Design and Smart Phone Connected Rooms**

Canopy by Hilton Jersey City Arts District is home to 211 “Just-Right” rooms, including 13 spacious suites and 10 deluxe rooms with interiors inspired by the surrounding community featuring local textiles and artwork throughout.

Common spaces feel rich and welcoming with a palette comprising dark leathers, wood, brass plated steel and shades of a burnt autumn covering banquet seating. Open shelves and hangers provide uncloseted ease with an ideal sleep courtesy of an exclusive mattress design by Serta created for Canopy. In-room Nespresso machine, smart sensor technology and Apivot bath amenities enhance the guest experience.

Guests can also enjoy the convenience of a “Connected Room,” allowing them to adjust various settings with their personal smart phone device, including temperature control, lighting and the remote control of the room’s television, limiting physical touch within the room.

### **Eat, Drink, Smile**

Canopy Central Bar & Bistro is the go-to food & drink location for guests, bringing the neighbourhood into the hotel and changing with guests’ needs throughout the day.

An innovative breakfast menu includes local quiches and baked goods, breakfast pizzas, fresh fruit, a healthful yogurt bar and daily locally roasted coffee from ModCup. Made-to-order items like flat breads, sandwiches, and salads are part of the international tapas focused menu available throughout the day and well into the evening hours.

In the evening, the bar transforms with a refreshing cocktail program created by Proprietors LLC, the consultancy company from the well-known cocktail lounge, Death & Co. The impressive bar menu showcases local partners such as Corgi Spirits, Misunderstood Whiskey, 902 Brewery and Hoboken Brewing Company. Guests can also enjoy a daily complimentary evening tasting of locally distilled and hand-crafted spirits.

### **We’ve Got You Covered**

Canopy by Hilton Jersey City provides an array of amenities to suit guests who are looking to work, exercise and relax. The hotel will offer Canopy bikes; entirely mobile check-in; 1,400 sq. ft. of meeting

space with two connecting rooms filled with natural light outfitted with the latest AV equipment; an outdoor terrace with a vertical garden that offers a hint of nature; a state-of-the-art 24-hour fitness studio; and a unique transfer lounge for guests arriving early or leaving late with luggage lockers and private changing cabins.

### **The Neighborhood**

The property's proximity to Grove Street & the PATH Train Station offers guests the convenience of arriving in downtown Manhattan in under 10 minutes. The hotel is centrally located, giving guests access to all of Jersey City's attractions such as the Jersey City Mural Arts Program, an innovative beautification program that reduces graffiti, engages local residents and is transforming Jersey City into an outdoor art gallery. Canopy Enthusiasts, the hotel's local experts, are also available to help guests experience the neighborhood like expert travelers.

"With five generations of our family living and working in Jersey City, it is exciting to be a part of the tremendous growth of Downtown Jersey City, particularly the addition of such a high quality asset such as the Canopy by Hilton," said Joseph A. Panepinto Jr, Principal at Panepinto Properties.

### **Hilton CleanStay**

Canopy by Hilton Jersey City Arts District is rolling out Hilton CleanStay US with Lysol Protection, to deliver an industry-defining standard of cleanliness and disinfection in Hilton properties across the world. Our elevated processes and Team Member training have been developed with RB, maker of Lysol and Dettol, to help Canopy by Hilton Jersey City guests enjoy an even cleaner and safer stay from check-in to check-out. New standards for Hilton CleanStay that have been rolled out include a Hilton CleanStay Room Seal to indicate that a room has not been accessed since being thoroughly cleaned and disinfected, "knock and go" dropped-off room service, and flexible housekeeping options.

For more information about Canopy by Hilton Jersey City, visit <http://www.jerseycityartsdistrict.canopybyhilton.com>.

###

### **About Panepinto Properties**

Panepinto Properties excels in the art of creating sustainable, uplifting real estate developments that nurture the connections between people. Our vision is to develop distinctive luxury buildings that drive interconnected, culturally relevant neighborhoods, transforming public spaces into vibrant communities.

Panepinto Properties has distinguished itself with a reputation as a pioneer for planning and developing innovative commercial, residential, hotel, and mixed-use developments, transforming urban neighborhoods since 1977. Over the past 40 years, Panepinto has been dedicated to the renaissance of Jersey City. In recent years, the company has expanded its involvement in the revival of other upcoming coastal cities in the U.S. and globally through Panepinto Global. Panepinto Fine Art was established to curate permanent contemporary art collections for residential, office and hotels. The company is deeply involved in developing the cultural, retail and shopping opportunities, transportation, and connective public spaces that generate lively urban interaction.

### **About The KABR Group, LLC**

The KABR Group (“KABR”) is a vertically integrated, private equity real estate firm responsible for the investment, management, and development of commercial, residential, industrial, and hospitality real estate. Since being founded in 2008, KABR has acquired over six million square feet of development rights, four million square feet of office, hospitality, and industrial space, and more than 4,000 multifamily units. KABR leverages its competitive advantages and reputation to capitalize on real estate inefficiencies, over-leveraged assets, demographic changes, and economic growth. KABR targets value-added, opportunistic, distressed debt, special situations, and development real estate investments in the New York metropolitan area, southeastern region of the U.S, and other select high-growth markets.

### **About Three Wall Capital**

Three Wall Capital, founded in 2008, has completed over \$1.0 billion in transactions in a principal investor capacity since its inception. TWC invests with the philosophy that hotel real estate is subject to both short- and long-term cycles, and therefore, opportunistically invests in product type ranging from limited service to luxury hotels. TWC’s current portfolio encompasses 53 hotels, including a portfolio of 46 extended stay hotels.

For more information on Three Wall Capital please visit [www.threewallcapital.com](http://www.threewallcapital.com).

### **About Greentree Construction**

GreenTree Construction is a second generation real estate developer, owner and operator based out of PerthAmboy, NJ. The Company is headed by Vincent and Lawrence Wilt who have a combined +50 years of real estate experience. Together, they have developed over 30 multi family and mixed-use projects consisting of over 350 condominium units. They have also developed numerous single family homes and commercial projects throughout Northern and Central New Jersey. In addition to their development ventures, they are active investors and operators in several apartment complexes throughout New Jersey where they currently own and operate over 100 units.

### **About Hilton**

Hilton (NYSE: HLT) is a leading global hospitality company with a [portfolio](#) of 18 world-class brands comprising more than 6,100 properties with more than 977,000 rooms, in 118 countries and territories. Dedicated to fulfilling its mission to be the world’s most hospitable company, Hilton welcomed more than 3 billion guests in its 100-year history, earned a top spot on the 2019 World’s Best Workplaces list, and was named the 2019 Global Industry Leader on the Dow Jones Sustainability Indices. Through the award-winning guest loyalty program Hilton Honors, more than 106 million members who book directly with Hilton can earn Points for hotel stays and experiences money can’t buy, plus enjoy instant benefits, including digital check-in with room selection, Digital Key, and Connected Room. Visit [newsroom.hilton.com](http://newsroom.hilton.com) for more information, and connect with Hilton on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).

### **About Canopy by Hilton**

Hilton’s lifestyle brand, [Canopy by Hilton](#), is a place in the neighborhood to relax and recharge, offering simple guest-directed service, comfortable spaces and thoughtfully local choices. Each hotel is designed

as a natural extension of its neighborhood and delivers a fresh approach to hospitality and the guest experience. There are 15 Canopy properties open around the globe and more than 40 under development across 14 countries and territories. Experience a positive stay at Canopy by booking at [www.canopybyhilton.com](http://www.canopybyhilton.com) or through the [Hilton Honors mobile app](#). Learn more about the brand at [newsroom.hilton.com/canopybyhilton](http://newsroom.hilton.com/canopybyhilton), and connect with us on [Facebook](#), [Instagram](#), [Twitter](#), and [Pinterest](#)