

The Standard

# The Standard



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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, High Line**  
Above the High Line – est. 2008  
**The Standard, East Village**  
The Village Standard – est. 2013

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

**The Standard, Brussels**  
- Coming Soon

**The Standard, Lisbon**  
- Coming Soon

**The Standard, Ibiza**  
- Coming Soon

**The Standard, Bangkok Mahanakhon**  
- Coming Soon  
**The Standard, Hua Hin**  
- Now Open

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

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

**The Standard, Singapore**  
- Coming Soon

**The Standard, Melbourne**  
Coming Soon

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.

### Amenities:

Restaurant, Bar, Nightclub, Concierge, Room Service, Gym

### Capacities:

Meetings - Up to 150

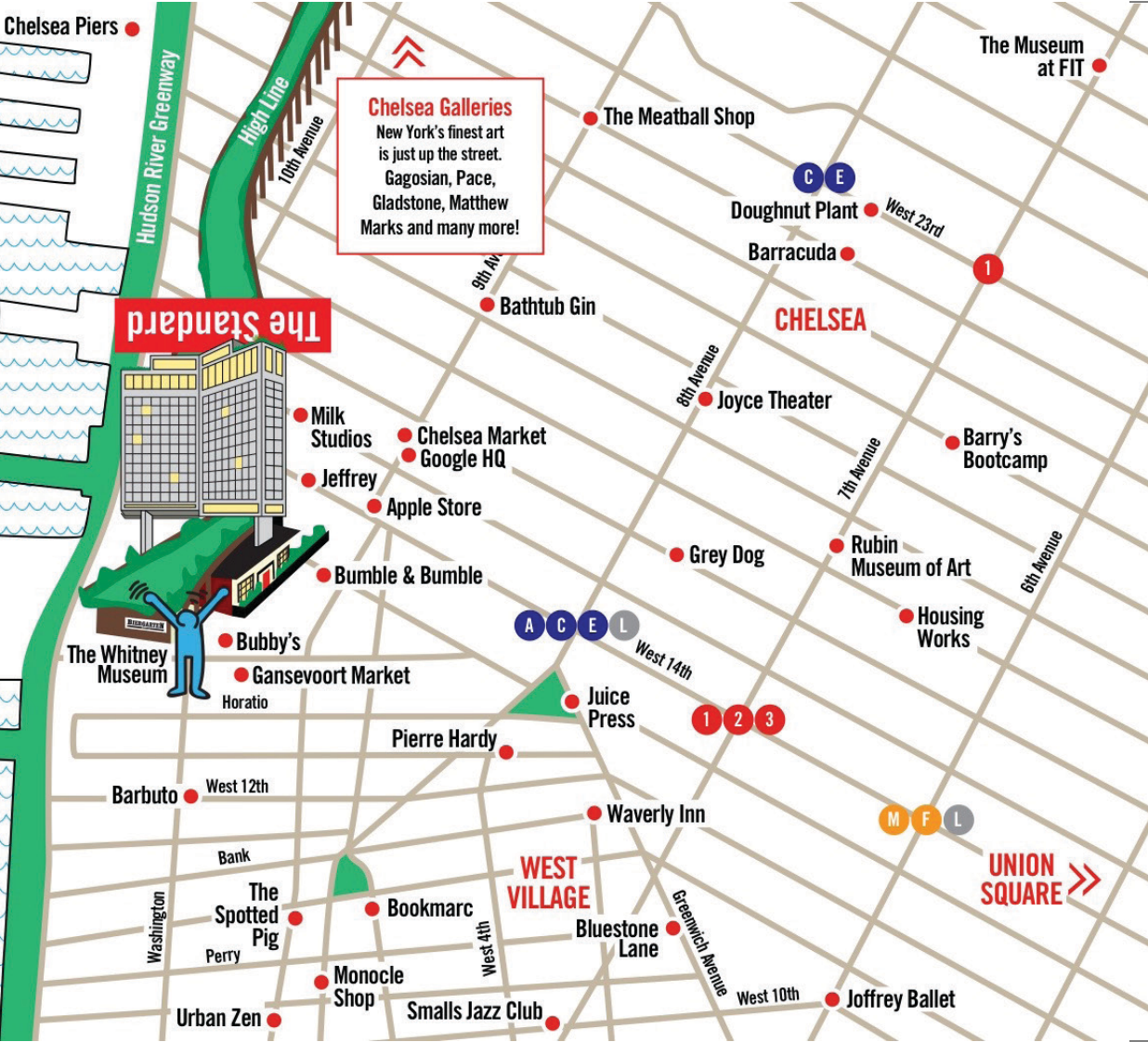
Events - Up to 500

+1 (212) 645-4646

[hlreservations@standardhotels.com](mailto:hlreservations@standardhotels.com)

848 Washington St, New York, NY 10014 • Est. 2008 • Rooms: 338

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



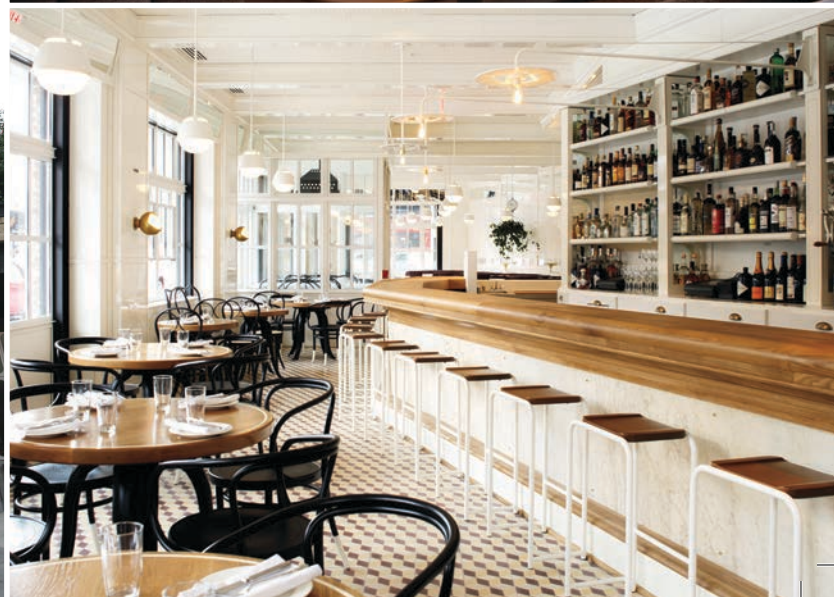
**Chelsea Galleries**  
New York's finest art is just up the street. Gagosian, Pace, Gladstone, Matthew Marks and many more!

**The Standard**

**CHELSEA**

**WEST VILLAGE**

**UNION SQUARE**





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.

### Amenities:

Restaurant, Bar, Concierge, Room Service

### Capacities:

Meetings - Up to 40

Events - Up to 125

+1 (212) 475-5700

[reservations.ev@standardhotels.com](mailto:reservations.ev@standardhotels.com)

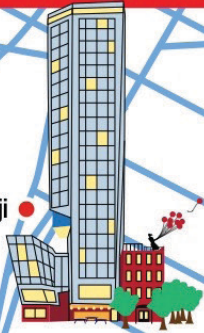
25 Cooper Square, New York, NY 10003 • Est. 2013 • Rooms: 145

**GREENWICH VILLAGE**

**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**



**SOHO**

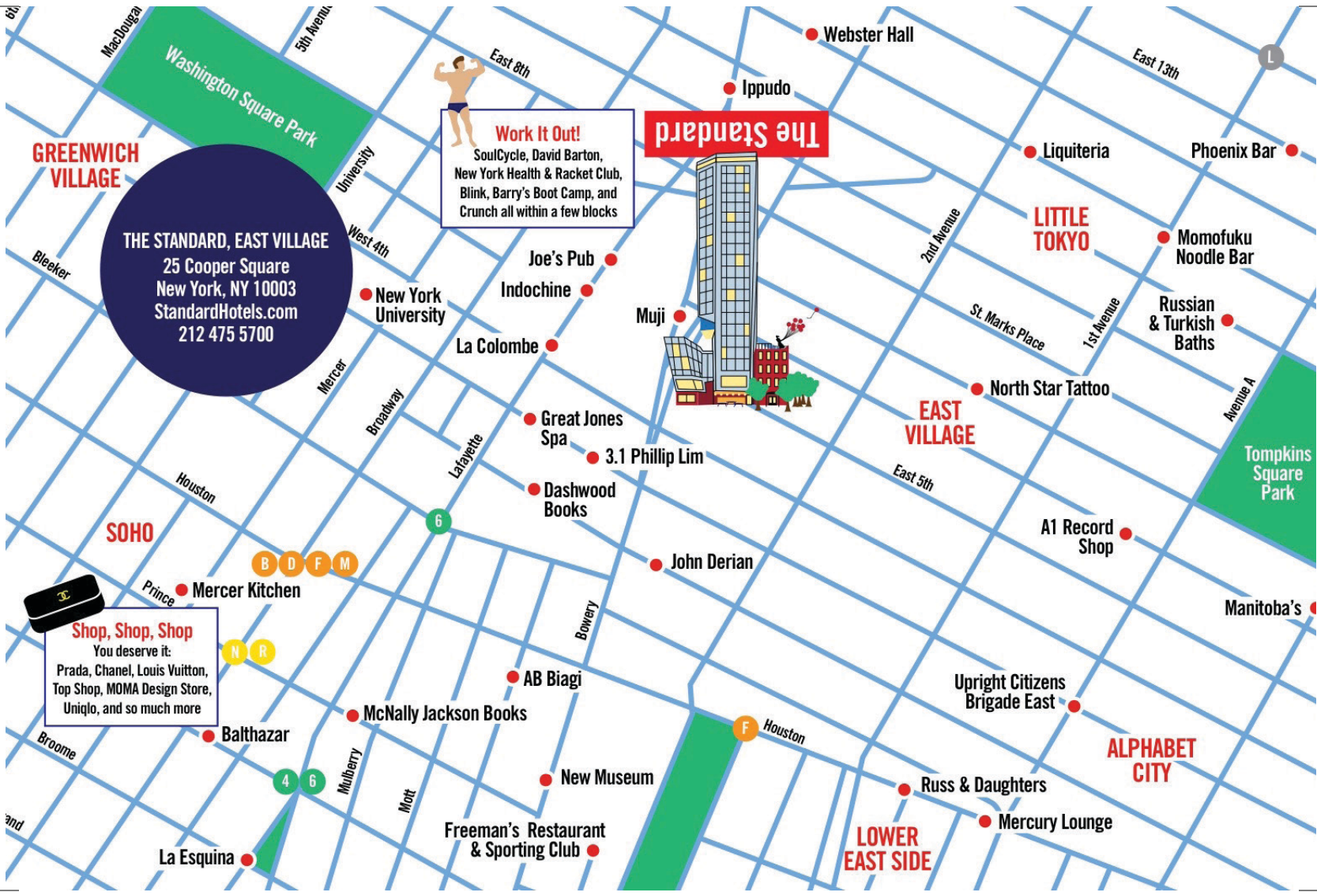
**Shop, Shop, Shop**  
You deserve it:  
Prada, Chanel, Louis Vuitton,  
Top Shop, MOMA Design Store,  
Uniqlo, and so much more

**LITTLE TOKYO**

**EAST VILLAGE**

**ALPHABET CITY**

**LOWER EAST SIDE**





The Standard

Miami

# The Standard Spa, Miami Beach

**Amenities:**  
Restaurant, Bar, Concierge, Room Service,  
Gym, Pool, Spa, Waterfront

**Capacities:**  
Meetings - Up to 30  
Events - Up to 300

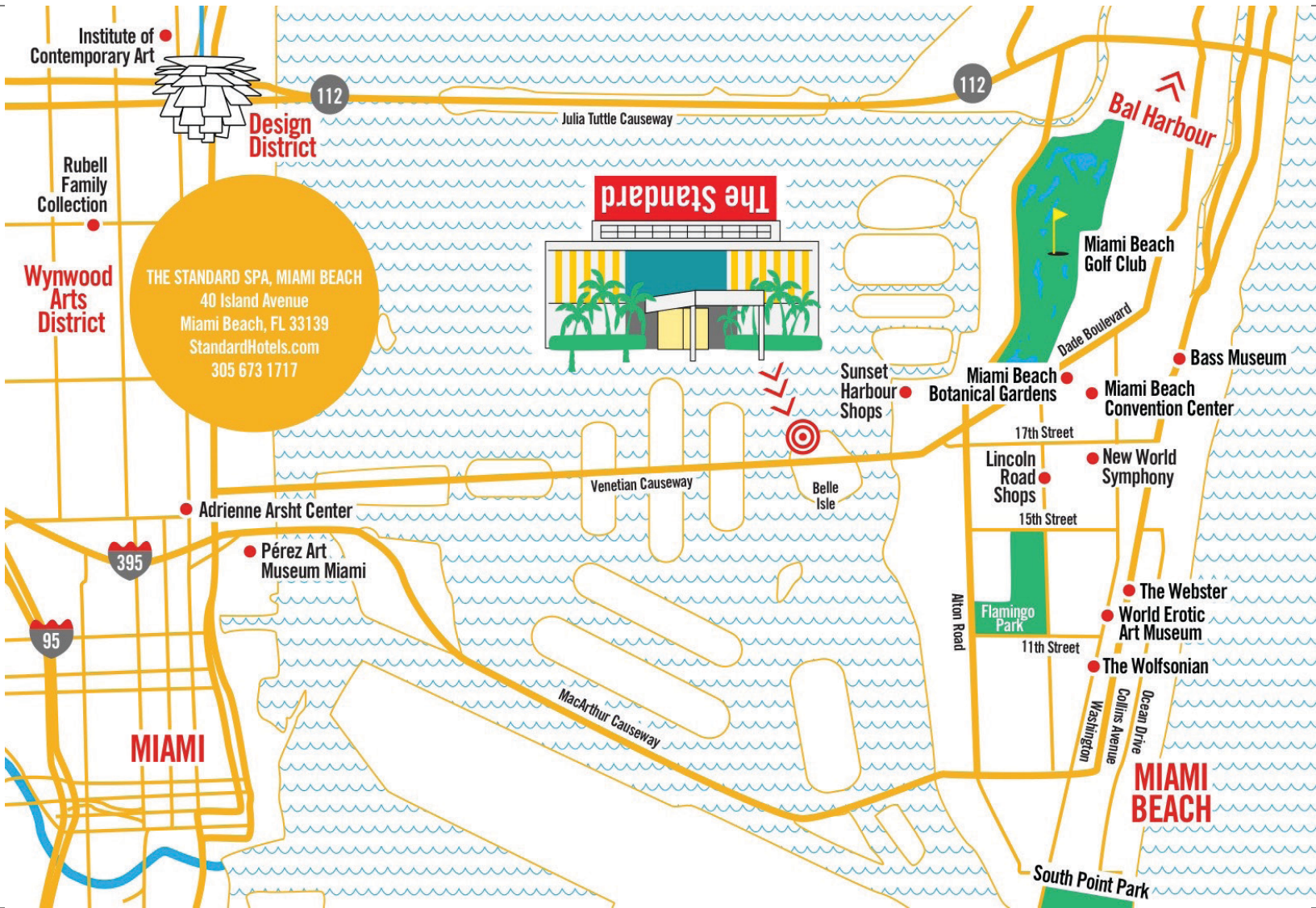
+1 (305) 673-1717  
miami@standardmiami.com

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

# 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.



Institute of Contemporary Art



112

Julia Tuttle Causeway

112

Bal Harbour

Rubell Family Collection

Design District

Wynwood Arts District

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



Miami Beach Golf Club

Dade Boulevard

Sunset Harbour Shops

Miami Beach Botanical Gardens

Bass Museum

Miami Beach Convention Center

17th Street

Lincoln Road Shops

New World Symphony

15th Street

Adrienne Arsht Center

Venetian Causeway

Belle Isle

395

Pérez Art Museum Miami

95

Alton Road

Flamingo Park

11th Street

The Webster

World Erotic Art Museum

The Wolfsonian

MacArthur Causeway

Ocean Drive  
Collins Avenue  
Washington

MIAMI

MIAMI BEACH

South Point Park





The Standard

London

**The Standard, London**



# London

**Amenities:**  
Restaurant, Bar, Nightclub, Concierge, Room Service

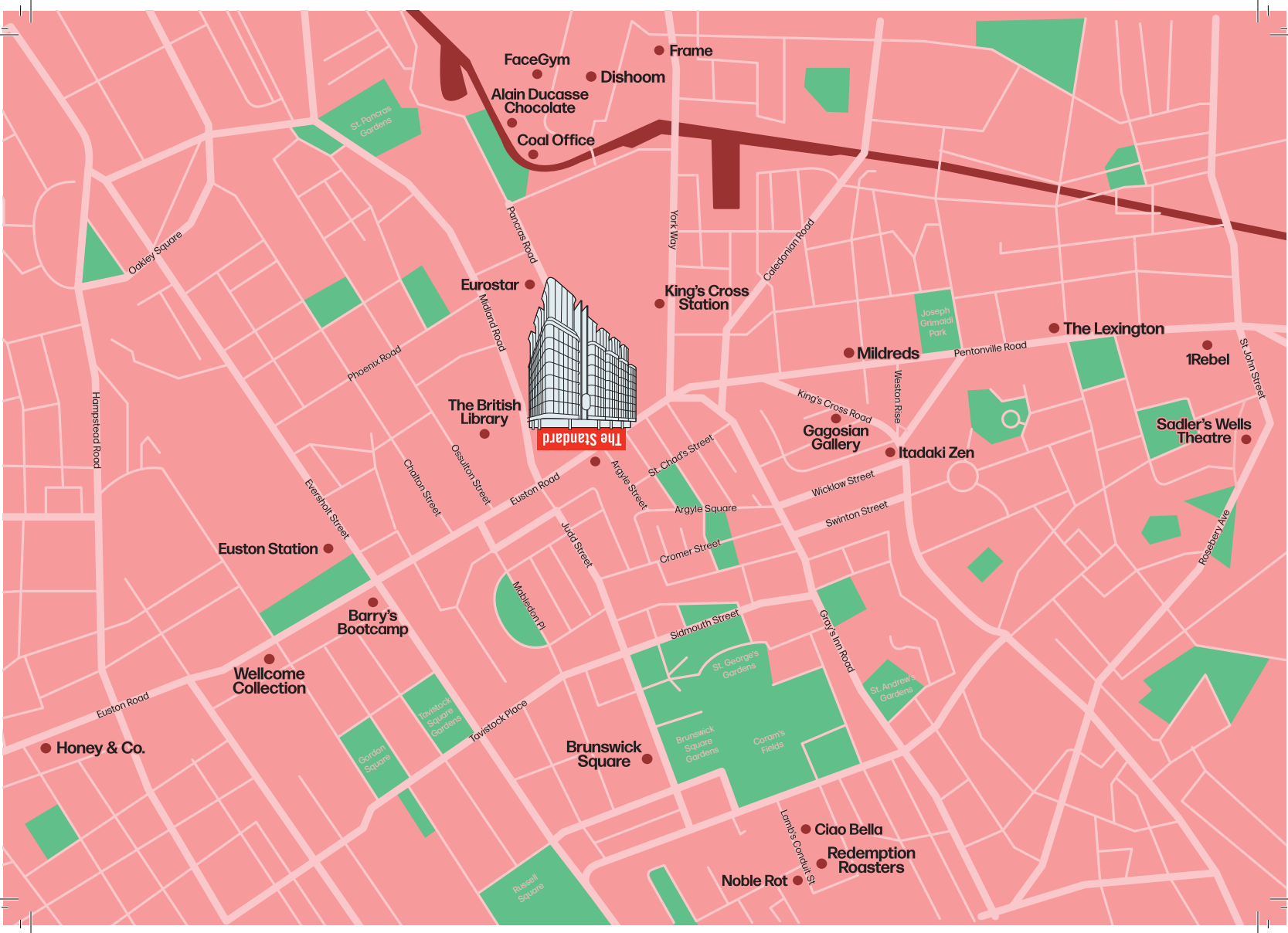
**Capacities:**  
Meetings - Up to 40  
Events - Up to 600

+44 (0) 203 981 8888  
[london@standardhotels.com](mailto:london@standardhotels.com)

10 Argyle Street, Kings Cross, London  
Est. 2019 • Rooms: 266

## 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

Oakley Square

St Pancras Gardens

Eurostar

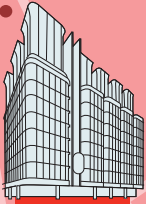
King's Cross Station

Joseph Grimoldi Park

The Lexington

1Rebel

The British Library



The Standard

Mildreds

Gagosian Gallery

Itadaki Zen

Sadler's Wells Theatre

Euston Station

Barry's Bootcamp

Wellcome Collection

Honey & Co.

Brunswick Square

Ciao Bella  
Redemption Roasters  
Noble Rot

Gordon Square

Tavistock Square Gardens

Tavistock Place

Brunswick Square Gardens

Coram's Fields

St. Andrew's Gardens

Russell Square

Hamstead Road

Phoenix Road

Malden Road

Osulton Street

Eversholt Street

Chilton Street

Euston Road

Judd Street

Argyle Street

Argyle Square

Cromer Street

Siomouth Street

King's Cross Road

Wicklow Street

Swinton Street

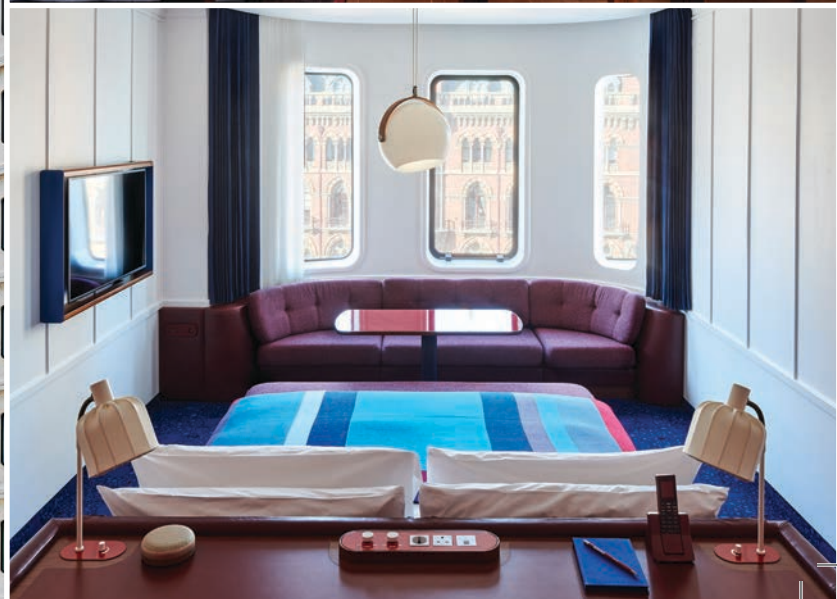
Gray's Inn Road

Weston Rise

Pentonville Road

Rosebery Ave

St John Street



The Standard

Maldives

**The Standard, Maldives**



# Maldives

## THE ISLAND OASIS

**Amenities:**  
Restaurant, Bar, Concierge, Room Service, Gym, Pool,  
Spa, Waterfront, Watersports

**Capacities:**  
Meetings - Up to 30  
Events - Up to 50

+960 658 5555  
[mv.reservations@standardhotels.com](mailto:mv.reservations@standardhotels.com)

Huruvalhi Island Raat Atoll  
Est. 2019 • Villas: 115

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

THE STANDARD,  
HURUVALHI MALDIVES

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

● Arrival Jetty

● Ocean Beach Villas

● The Lobby

● 2 Bedroom Lagoon Beach Villas

● Lagoon Beach Villas

● Guduguda

Water Sports  
and Dive Center  
BBQ Shak

● Baby Island



0 100 200

Meters







The Standard

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 Café, and the impeccably restored Heritage House, Praça, for authentic Thai food and craft cocktails in an unparalleled setting.

**Amenities:**  
Restaurant, Bar, Concierge, Room Service,  
Gym, Pool, Spa, Waterfront, Surf Club

**Capacities:**  
Meetings - Up to 60  
Events - Up to 150

+66 32 535 999  
[shh.reservations@standardhotels.com](mailto:shh.reservations@standardhotels.com)

59 Naresdamri Road, Hua Hin, Prachuap Khiri Khan 77110 • Est. 2021 • Rooms: 199



Royal Hua Hin Golf Course



Hua Hin Train Station

Municipal Office

Hua Hin Night Market

Hua Hin Seafood Restaurant

Jek Piek Coffee Shop  
Koti Restaurant Huabin

Hua Hin Clock Tower

Chaolay Seafood

Pa Jue Mango Sticky Rice

Hua Hin Beach

The Standard, Hua Hin



The Chocolate Factory

Khomapatr Thai Textiles  
Villa Market Hua Hin

San Paulo Hospital

Saint Theresa Catholic Church

### The Standard, Hua Hin

59 Naresdamri Road, Hua Hin,  
Prachuap Khiri Khan 77110  
+66 32 535 999

2043



The Standard

Spain

**The Standard, Ibiza**

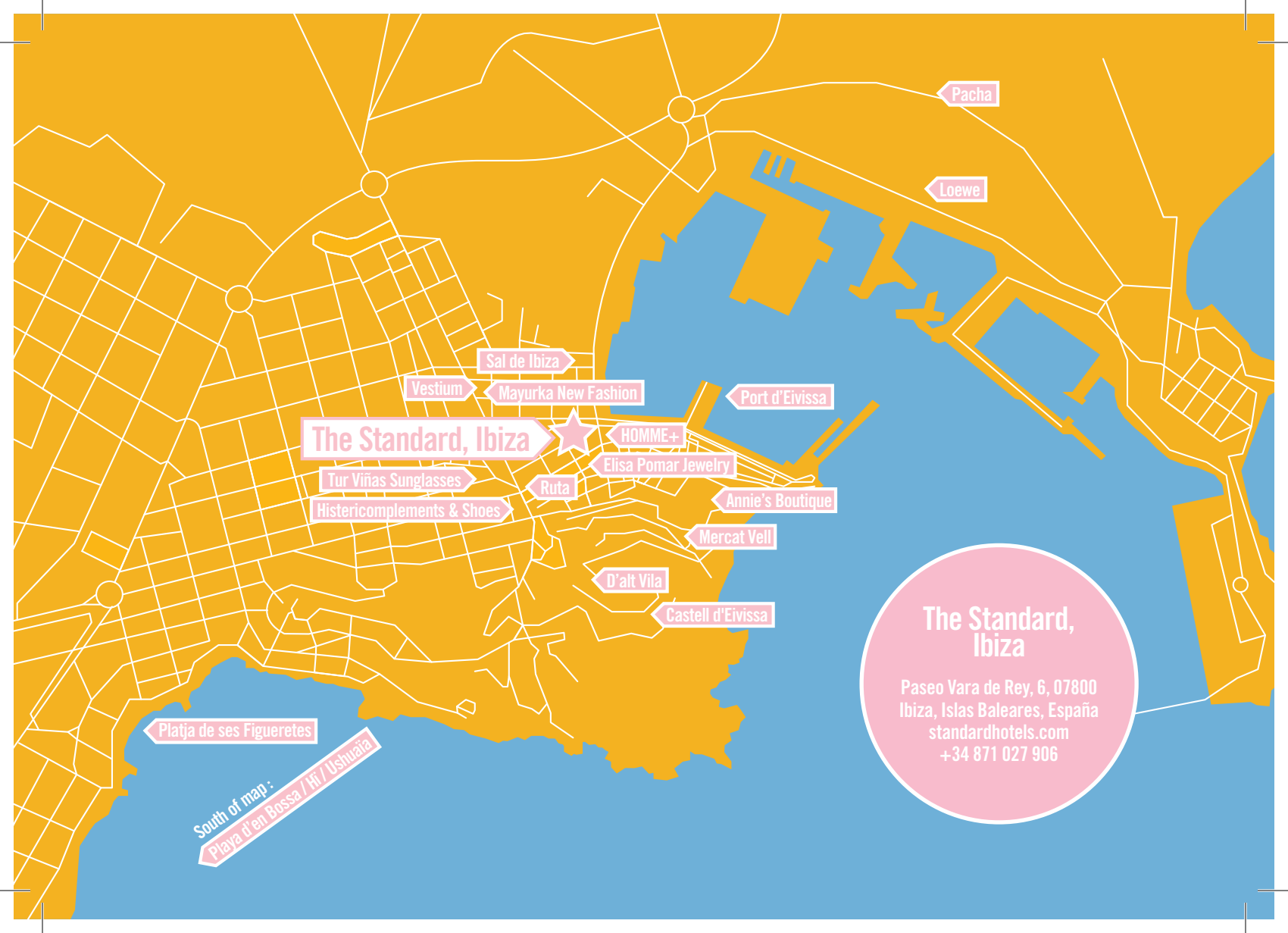
# Ibiza

Located in the heart of Old Town, just steps from the waterfront along the pedestrian-only Vara de Rey, The Standard, Ibiza offers a fresh new take on the Ibiza of today while embracing the island's rich past. Set in a clean, stark-white building with a collection of 53 rooms and suites, plus a freestanding private residence, Casa Privada, the hotel is outfitted with bright, eclectic décor and lush landscaping. The ground floor entrance and street-level restaurant literally open the hotel's doors to visitors passing by in this historic part of town, offering farm-to-table food and fresh cocktails. The rooftop pool and restaurant provide stellar views of the city's iconic Castle of Ibiza, with light bites, drinks, and loungers for mingling, reading and sunning. While it doesn't compete with Ibiza's mega-clubs, The Standard, Ibiza doesn't go to sleep early, either. As the evening evolves and the fresh cuisine turns to more (and more) cocktails, an air of seduction and mischief is felt throughout the hotel, as guests wine and dine at the ground floor restaurant or on the roof beneath the stars until the wee hours, getting into all sorts of trouble. The island of Ibiza is a microcosm of everything that satisfies and pleases, and The Standard, from top to bottom, mirrors that splendor to perfection. And then some.

**Amenities:**  
Restaurant, Bar, Concierge,  
Room Service, Pool

+34 871 027 906  
[ibiza@standardhotels.com](mailto:ibiza@standardhotels.com)

Paseo Vara de Rey, 6, 07800 Ibiza, Islas Baleares, España • Est. 2022 • Rooms: 53



Pacha

Loewe

Sal de Ibiza

Vestium

Mayurka New Fashion

Port d'Eivissa

**The Standard, Ibiza**

HOMME+

Tur Viñas Sunglasses

Elisa Pomar Jewelry

Ruta

Annie's Boutique

Histericomplements & Shoes

Mercat Vell

D'alt Vila

Castell d'Eivissa

Platja de ses Figueretes

South of map :

Playa d'en Bossa / Ifi / Ushuaïa

**The Standard,  
Ibiza**

Paseo Vara de Rey, 6, 07800  
Ibiza, Islas Baleares, España  
standardhotels.com  
+34 871 027 906





The Standard

Thailand

**The Standard, Bangkok**

# Bangkok

An aerial photograph of Bangkok, Thailand, at sunset. The sky is a mix of orange, yellow, and light blue. The city's skyline is visible, with numerous skyscrapers. The most prominent building is The Standard Bangkok Mahanakhon, a tall, slender skyscraper with a distinctive stepped top and illuminated windows. The city lights are beginning to glow as the sun sets.

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 40 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; Tease, American steakhouse classics at The Standard Grill, an award-winning Chinese cuisine by Mott 32, and two remarkable sky-high dining experience from Ojo Bangkok a Mexican-inspired restaurant directed by one of the finest young chefs in Mexico to Sky Beach the highest alfresco rooftop bar in Bangkok.

## Amenities:

Restaurant, Bar, Concierge, Room Service, Pool, Gym

## Capacities:

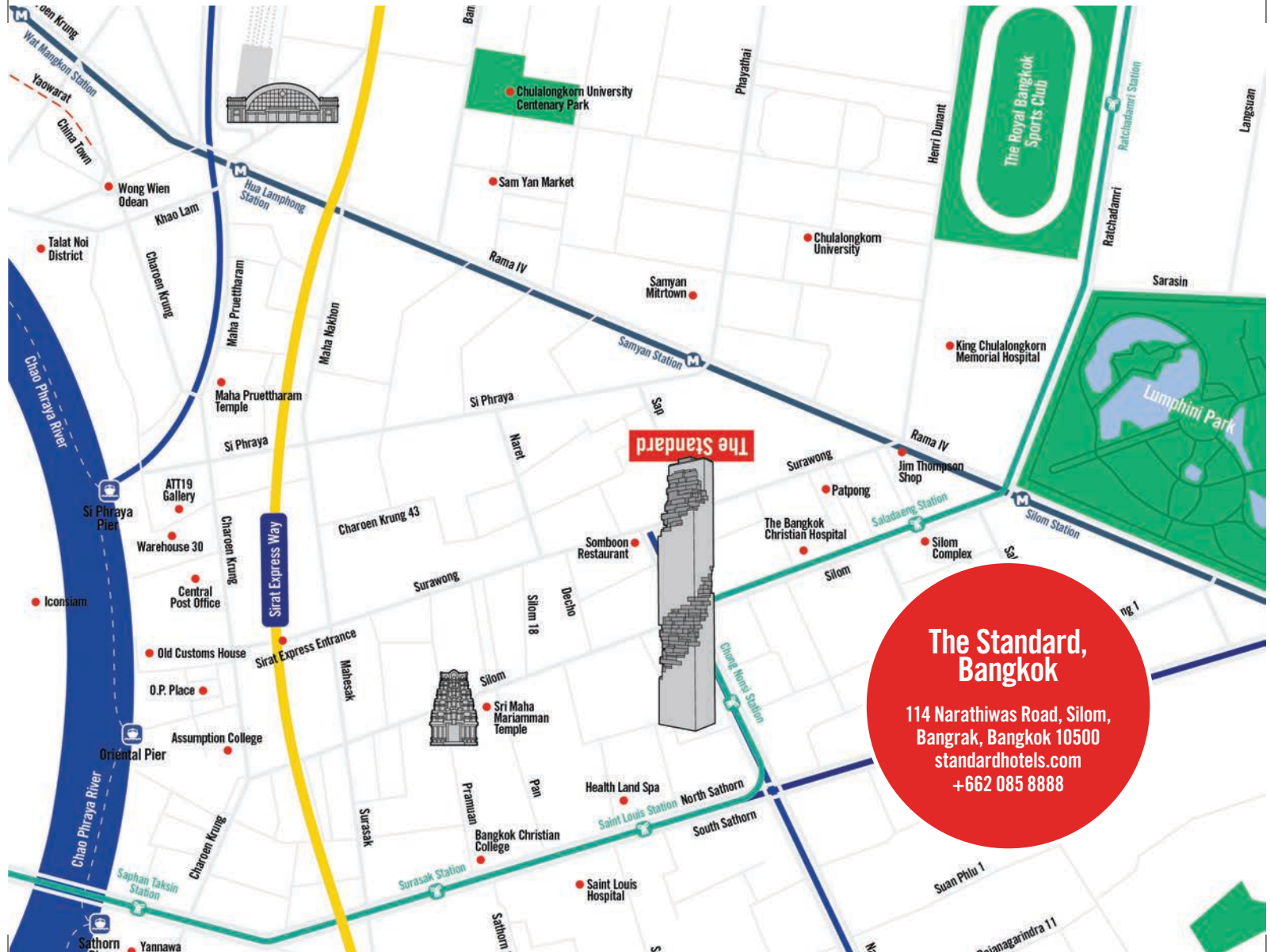
Meetings - Up to 80

Events - Up to 200

+662 085 8888

[stbkk.reservations@standardhotels.com](mailto:stbkk.reservations@standardhotels.com)

114 Narathiwat Road, Silom, Bangkok, Bangkok 10500 • Est. 2022 • Rooms: 155



**The Standard**

**The Standard,  
Bangkok**

114 Narathiwas Road, Silom,  
Bangrak, Bangkok 10500  
[standardhotels.com](http://standardhotels.com)  
+662 085 8888



The Standard

**Thank you.**