



**FOR IMMEDIATE RELEASE**

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**“HOTEL & UNIVERSITY CLUB ROW” (WEST 44<sup>TH</sup> STREET) IS REINVENTED WITH THE  
DEBUT OF HOTEL MELA FOURTH QUARTER 2006**

*-- New Hotel combines New York City Chic and the fine art of Italian living and personalized service --*

**NEW YORK, NY** – Tecton Hospitality Group and O&O Partners announce their first New York venture, Hotel Mela opening fourth quarter 2006. The 230 guestrooms and suites will be the first new construction to be erected on what is considered “Hotel and University Club Row” in over 20 years.

Hotel Mela combines the rich culture and history of New York with the high style and fine art of Italian living in a hotel that detracts from the sleek hip boutiques that have emerged in recent years.

Classically architectural in design, with accents that pay homage to the elegance of old New York through carefully selected New York themed artwork and set against a backdrop of highly stylized contemporary design, the lobby will be a welcome departure from traditional hotel public space design. The name Mela means ‘the apple’ in Italian and was selected by the executive team as a celebration of The Big Apple and the significant role Italian culture has played in the city’s history.

The 230-room Hotel Mela combines ‘old world’ charm with the style, sophistication and convenience of modern day living in all guestrooms and suites. Guestrooms and suites will be furnished in rich decadent fabrics with interesting architectural accents and touches along with smart technology and electronic equipment for guests’ comfort. An expansive penthouse will be the showpiece of the hotel where special care has been given to preserve the historical aspects of structural design while providing guests with a living space that is as unique as the city in which it resides.

*- More -*

**120 West 44<sup>th</sup> Street, New York, NY 10036 ♦ Tel: 877 4LA MELA ♦ 877-452-6352**

Hotel Mela will also offer an intimate state-of-the-art fitness facility and signature restaurant to be named in the near future.

Revolutionary in concept and design, the hotel's overall philosophy is to deliver guest service based upon the guests' desires which far exceed their expectations. A signature program in support of this concept will be *Your Desires* service created by Tecton Hospitality and offered at designated hotels within the Desires Boutique Division. *Your Desires* at Hotel Mela will center on the diverse and culturally rich New York marketplace bringing to hotel guests the very best the city has to offer along with comfort and personal requests. Highlighting the *Your Desires* program is a POD-cast program available for downloading by hotel guests and featuring hotel information as well as the latest news on cultural events and entertainment happenings in the city during their visit.

"We are thrilled to unveil what will undoubtedly revolutionize the guest experience and herald a new generation of hospitality," said Raul Leal, president of Tecton Hospitality. "Our foray into the New York market with a hotel product celebrating the style of one of the most exciting cities in the world with a hint of Italian flare, presents a very unique opportunity."

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**For more information visit the website at [www.hotelmela.com](http://www.hotelmela.com) or contact us at 1-800-452-6352.**

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Tecton Hospitality provides a wide range of management services to both institutional and individual owners of hotels in the United States and Caribbean. The Miami-based company operates branded hotels, including full-service properties and resorts under the Sheraton, Marriott, Hampton Inn, Holiday Inn and Best Western names, as well as boutique hotels through the Desires boutique-hotels division. The Desires portfolio currently includes the award-winning 84-room San Juan Water & Beach Club Hotel in San Juan, Puerto Rico, the 50-room Aqua Hotel, the 66-room Wave Hotel, the 83-room Circa 39, the 40-room Hotel Astor, the 61-room Betsy Ross Hotel and the 87-room condo hotel The Strand Ocean Drive in Miami Beach, Fla., and the 110-room Glenn Hotel in Atlanta, Ga. For more information about Tecton Hospitality, call (305) 577-8484 or visit [www.tectonhospitality.com](http://www.tectonhospitality.com) or [www.desireshotels.com](http://www.desireshotels.com).

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**EDITORS' NOTE:**

High-resolution color renderings are available upon request. For media previews please contact Trica Jean-Baptiste.