

# BOSTON COMMON

*"I focus on organizations that make an impact at the grassroots and local level."*

—SAM SLATER

*"Having my name on the top of an invitation does not do it for me. I want to know where my dollars are going. I want to be able to touch, see, and hear the difference I can make."*

—SAMANTHA HANMAN

## MAGNANIMOUS

### *millennials*

HOW BOSTON'S NEXT-GEN  
PHILANTHROPISTS  
ARE DOING IT  
THEIR WAY

*"If I'm going to a gala, I want to leave knowing why I was there. Otherwise, I would have just gone to dinner with my friends."*

—JAMIE GOLDEN

*"I am looking to make positive, tangible changes while participating in a meaningful experience."*

—MICHAEL WINSTON



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ON THE COVER:  
Generation Generosity  
Photography by Eric Levin  
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Hair by Brenna Clauson @ Mizu Salon  
Makeup by Tavi De La Rosa for Sisley Paris  
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Location: Yvonne's

Leopard jacquard tuxedo jacket, **Saint Laurent** (\$2,695). **Riccardi**, 116 Newbury St., 617-266-3158; [riccardiboston.com](http://riccardiboston.com). Tuxedo dress shirt, **BOSS Hugo Boss** (\$135). **Bloomingdale's**, *The Mall at Chestnut Hill*, 617-630-6000; [bloomingdales.com](http://bloomingdales.com). Black trousers, **Bally** (\$895). [bally.com](http://bally.com). Tie, **Saint Laurent** (\$150). **Bloomingdale's**, SEE ABOVE



Located in Boston's Seaport/Innovation District, the sleek Envoy stands out with funky, artisan-style décor and a rooftop bar serving craft cocktails and local beers.

# A HOSPITABLE BUNCH

BOSTON'S NEW WAVE OF BOUTIQUE HOTELS BOAST STATE-OF-THE-ART AMENITIES IN THE CITY'S COOLEST NEIGHBORHOODS. BY SCOTT VAN VOORHIS



Floating beds, craft bars, and rock 'n' roll décor are just some of the amenities at Boston's newest crop of boutique hotels. Thanks to a robust economy, Boston's hospitality market is booming, with average room rates and occupancy reaching new highs. Boutiques make up roughly half the hotels slated to open in 2015 and 2016 in Boston and Cambridge. "The boutique market is being redefined," says Thomas R. Engel, president of the T.R. Engel Group, a Boston-based hotel consulting firm. "It's more about urban, infill locations appealing to younger, hipper audiences. The target customer is someone who looks to their hotel stay for an experience." Here's a closer look at a trio of Boston's boutique hotels, which offer a sense of playfulness, novelty, and pleasant surprises.

## THE ENVOY

A new hotel eager to carve out a niche along Boston's bejeweled waterfront, The Envoy has its work cut out for it. Some of Boston's biggest brand-name hotels are clustered in and around the Seaport/Innovation District, with the city's convention center the big demand driver. But the new Envoy is betting that small, cool, and different could be a winning formula for attracting business travelers and tourists looking for a change from the typical big-box hotel.

**The artists:** Group One Partners designed the hotel's interior, with an emphasis on "artisan-style décor" with a streamlined, cutting-edge look

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# HAUTE PROPERTY



There's plenty of space to congregate and collaborate at the rock 'n' roll-themed Verb, near Fenway Park. BELOW: A king suite at The Envoy.

and funky use of reclaimed materials, such as the chandelier in the lobby made of coiled phone cords and rope. The work of local artists can be found throughout the hotel.

**Bells and whistles:** Room TVs are programmed to be a “digital concierge,” with the Enseo system offering access to Netflix, Hulu, and the Internet.

**Before-hours:** Outlook Kitchen + Bar, the Envoy's restaurant, features American cuisine.

**After-hours:** Enjoy a drink and panoramic views of the Boston skyline from the Lookout Rooftop Bar. The bar's specialty is “ingredient-driven” cocktails as well as local beers—Harpoon Brewery developed a special brew for the Lookout, while Lookout Punch is made with rum distilled locally by Privateer.



## 02 THE GODFREY

The Godfrey has the best of both worlds: beautiful old architecture on the outside, ultra-modern rooms on the inside. Oxford Capital Group refurbished the Gothic exterior of the Armory and Blake buildings, which date to the early 1900s, while completely gutting and rebuilding the interior. The 242-room Godfrey is located in the heart of Boston's Downtown Crossing shopping district, which, after falling on hard times, is in the midst of a multibillion-dollar development boom. “Our goal was to create a calming oasis within this urban epicenter of the city,” says general manager Larry Casillo.

**The artists:** Finegold Alexander Architects oversaw the restoration of the façade of the Amory and Blake buildings. The Gettys Group did the interior design, restoring historic features like the original lobby, elevator banks, and stairwell, which lead to modern, cutting-edge rooms.

**Bells and whistles:** Guests have access to unlimited bandwidth on their wireless devices, including the ability to download movies in seconds. Rooms feature large TVs equipped with the Inspire technology platform, which is designed to look like an iPhone. Guests can stream content from their mobile devices on the screen.

**Before-hours:** The Godfrey adjoins George Howell Coffee, which harkens back to the Coffee Connection, a café that Howell opened in Cambridge in

1974. The coffee shop promises a blend of “sophisticated yet inviting coffee experiences,” including an espresso bar in the European style.

**After-hours:** A lounge area in the hotel's lobby doubles as a coffee shop and communal breakfast area by day and a craft bar by night.

## 03 THE VERB

Most people assumed the old Howard Johnson next to Fenway Park was destined for the wrecking ball, but most people aren't Steve Samuels, who teamed up with legendary Boston hotelier Robin Brown and Weiner Ventures to restore this *Mad Men*-era classic, turning it into a rock 'n' roll-themed boutique hotel.

**The hood:** Once a no-man's land of gritty sports bars and souvenir shops, the neighborhood around Fenway Park has morphed into one of the city's most vibrant areas over the past few years.

**Bells and whistles:** The Verb is awash with rock memorabilia (Samuels is a longtime friend of John Mellencamp). The lobby is equipped with a vintage turntable, with dozens of old albums ready for a spin. There are also backstage passes and posters from Boston rock shows over the years, from The Who to The J. Geils Band. The walls are decorated with posters from the now defunct Phoenix club, which made its home for years in the shadow of Fenway.

**After-hours:** There are parties during the summer at the palm-lined pool in the hotel's courtyard, reminiscent of The Beverly Hills Hotel. You can find top-shelf Japanese pub fare at the new Hojoko, launched by Tim and Nancy Cushing, best known for O Ya. **BC**

## TO-DO LIST

**Godfrey Hotel general manager Larry Casillo shares his must-do holiday attractions.**

### FOR THE ROMANTIC TRAVELER

*“If you're traveling with a significant other, I recommend a neighborhood pub crawl. Each neighborhood in Boston celebrates the holiday season in its own unique way. A stroll through downtown Boston would be my choice. There are great restaurants within walking distance of each other, like Townsman, Serafina, and Yvonne's. They all have a lively bar scene and are very different from each other—a great cross-section of our city.”*

### FOR THE FAMILY TRAVELER

*“I love taking my two young sons on a Christmas tree tour through the city. Around the holidays, family travelers must start with lunch in the new Boston Public Market, followed by skating at The Boston Common Frog Pond and a late-afternoon snack at Faneuil Hall. To finish the perfect family day, check out the blue lights at Christopher Columbus Park in the North End.”*