

THE WALL STREET JOURNAL.

November 2, 2012

Where Downtown Goes for Refuge

By Edward Helmore

If Manhattan for the past week has been a tale of two cities—uptown, warm and light, and downtown, dark and cold—nowhere has been as bright as the **Mark Hotel** on 77th Street. The hotel has become the uptown to-be-seen-in refuge for the downtown dispossessed. Anna Wintour, Carine Roitfeld of Harper's Bazaar, makeup artist Pat McGrath and designer Marc Jacobs took care of the fashion quotient.



Among the downtown displaced at the Mark Hotel: Naomi Watts, who was staying there with her husband Liev Schreiber.

Art dealer Larry Gagosian, whose headquarters are nearby, shoehorned artists like John Currin, his wife Rachel Feinstein, Wade Guyton and Dan Colen in to form an art-world counterbalance. "It's just so glamorous," said Vogue editor Hamish Bowles, surveying the social traffic around the corner at Sant Ambroeus.

Since its extensive renovation, the Mark has been on the rise as a downtown-straits-uptown destination, but Hurricane Sandy seems to have sealed the deal. The Mark's refugees counted themselves lucky compared with guests at the Mercer Hotel downtown. Those who stayed on into the blackout were reportedly bused to the less-than-chic Hotel Pennsylvania on 32nd Street.

Hurricanes may be indiscriminate, but taking shelter from the storm still requires forward-thinking—or connections. "My office is very efficient," said Ms. McGrath at the Mark's Jean-Georges restaurant with Proenza Schouler designers, Jack McCollough and Lazaro Hernandez. "They saw the storm coming and moved me up here a week ago."