



HIP HOTELS – Big Ideas Fill Small Places
Unique Designs Define Hub’s New Boutique Hotel
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Tucked into a tiny corner in the newly revitalized Bulfinch Triangle, the Bulfinch Hotel quietly opened last week, welcoming guests into what was once a furniture warehouse. Like most of Boston’s new hotels, it’s small.

The Bulfinch Hotel boasts just 80 rooms. But like the others, it promises a more personalized, unique experience than a typical chain. “It resonates with business travelers and high-end leisure travelers,” said Patrick B. Moscaritolo, president of the Greater Boston Convention and Visitor’s Bureau. “These hotels tend to be really trendy and they are viewed as the cool places to go.”

At the Bulfinch, developers started with an empty building instead of an empty lot. The unusual triangular shape of the building set the tone for everything from the shape of the rooms to the lobby lights. The Bulfinch was renovated by the Cresset Group, a Boston development firm that is turning Lincoln Plaza into housing. The developers had been scouting for a hotel when they found the odd shaped building. They added two floors as part of the remodel.

You would have to stay in the hotel 80 times to truly experience it, according to sales manager Kathy Lambert. Each room is different. One even has a pillar in the bathroom.

Plans call for a restaurant off the lobby. Canadian restaurateur Camille Agha plans in November to open the Angus Beef Steak House, modeled after one he owns in Montreal.

The hotel opened to just a few guests last weekend, but the rooms are quickly filling even as finishing touches are put on upper floors. “It’s better than anticipated,” Hartwell said. “The product we’re offering is what people are looking for—a little bit of a modern feel. And we’re smaller, so we can offer more personalized service.”