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COMINGS AND GOINGS

Hell's Kitchen Getting Cooler With Its First Luxury Hotel

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In Hell's Kitchen, the Midtown Manhattan neighborhood west of Times Square, it's rare these days to spot the mobsters, prostitutes and even desperate actor/waiters who used to populate its streets and tenement buildings. Now it's officially called Clinton and full of investment bankers and wine bars. And starting this summer, the formerly seedy neighborhood will get its first major luxury hotel.

The VU (pronounced view), a new Kimpton property, is to open in a former 1930s printing house at 11th Avenue and 48th Street. The 222-room, 16-story building designed by [David Rockwell](#) — within a few blocks of the Javits Convention Center and the [Intrepid Sea, Air and Space Museum](#) — will have unobstructed views of the Hudson River.

The guest rooms will be loft-inspired, with high ceilings, stone-tiled bathrooms and abstract art on the walls, as well as plasma televisions and iPod docking stations. The 15th-floor lounge will have a 2,000-square-foot glass-enclosed bar, rendered above, as well as a hot tub and reflecting pool. A sun deck on top of the building will have another hot tub. Nightly rates will start at \$425 (www.vuhotel.com).