

BLUEMIDTOWN.COM

BLUE

220 W 44TH STREET
NEW YORK
NY 10036



LOCATED DOWNSTAIRS FROM THE RIBBON MIDTOWN, **BLUE** CARRIES THE RIBBON'S TRADEMARK HOSPITALITY INTO THE EVENING HOURS.

MUSIC SERVES AS THE UNIVERSAL THEME, WITH A DESIGN CELEBRATING NYC'S GREAT MUSICAL HERITAGE AND PAYING HOMAGE TO SOME OF THE CITY'S MOST ICONIC RECORDING ARTISTS. SPECIALLY COMMISSIONED MURALS FROM ARTIST ALEX YOST ENCIRCLE THE SPACE, CREATING A GALLERY OF NY MUSICAL ICONS WITH A NOD TO PICASSO'S "BLUE PERIOD" OF THE EARLY 20TH CENTURY.

BLUE WILL BE A NEIGHBORHOOD DESTINATION FOR THOSE SEEKING A MORE REFINED AND CURATED ENTERTAINMENT EXPERIENCE; COUPLED WITH A RELAXED YET ELEVATED ATMOSPHERE OF A BOUTIQUE LOUNGE, **BLUE** SEEKS TO ESCHEW THE TRAPPINGS OF "TRADITIONAL" NIGHTLIFE IN FAVOR OF A MORE CULTURED AND INCLUSIVE APPROACH.



THE CAVIAR ROOM

CAPACITY 40

PRIVATE BAR

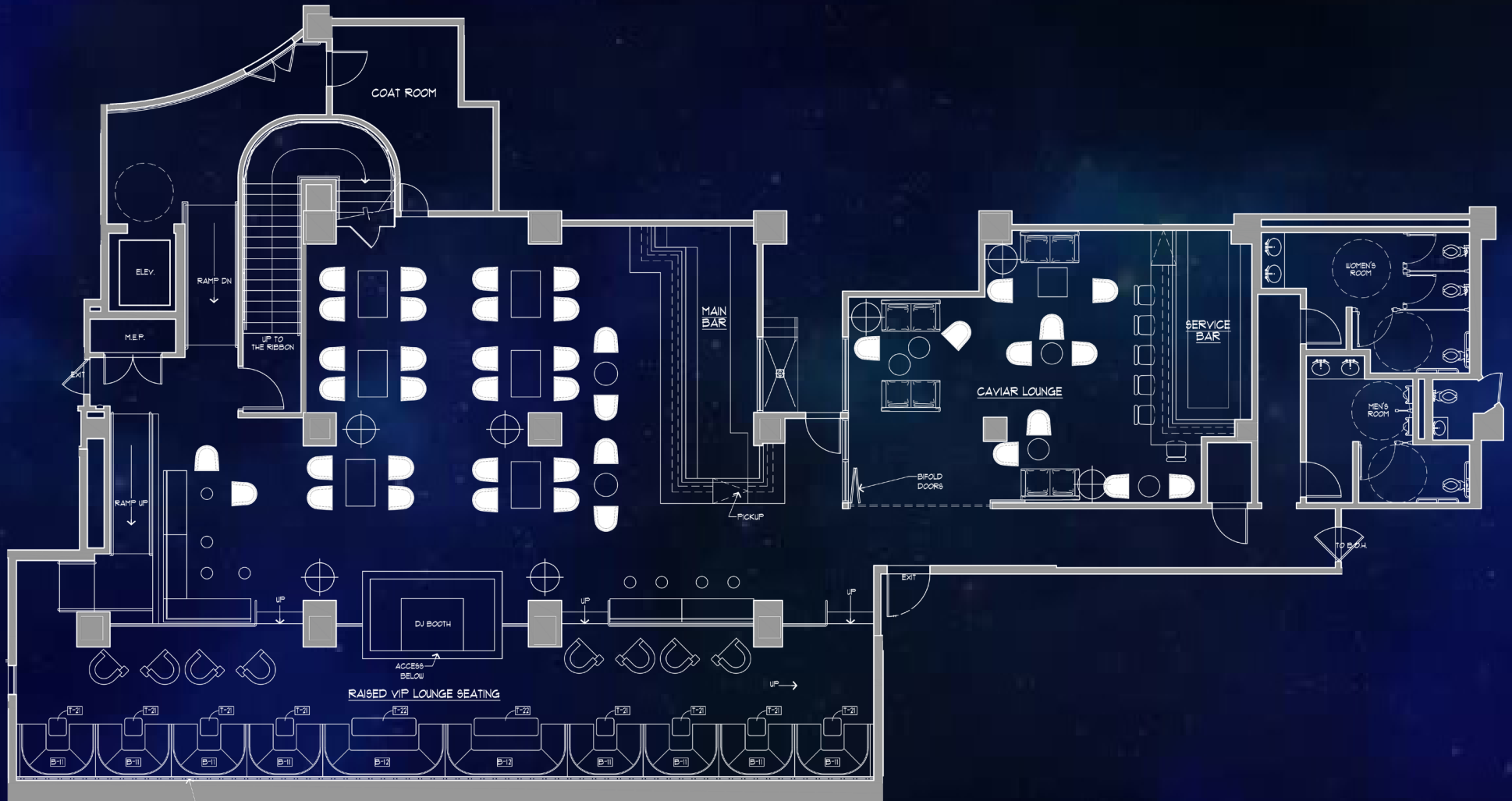


THE ICON ROOM

CAPACITY 300



FLOOR PLAN



CRAFT COCKTAILS



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