



THE RITZ-CARLTON
NEW YORK, NoMad

Bastian Germer is announced as General Manager at highly anticipated Ritz-Carlton New York, NoMad



New York, NY, January 28, 2022 –[The Ritz-Carlton New York, NoMad](#) has welcomed Bastian Germer to the role of General Manager of this upcoming luxury hotel. A tenured industry professional, Germer joined the highly anticipated hotel, which is slated to open its doors this spring.

Designed as a gathering place for locals and guests alike, the newly built hotel boasts bold design, legendary restaurants and bars by Michelin-starred chef José Andrés. Germer will oversee all operations of this dynamic 250 room hotel and 16 luxury Penthouse Residences, located in the heart of Manhattan’s NoMad district.

Bringing a wealth of expertise from all aspects of luxury hospitality and hotel operations, Germer will be responsible for establishing a new standard of luxury, launching a new era of hospitality that sees a second New York location for the iconic The Ritz-Carlton brand.

"It is an honor to be a part of this milestone for the brand and for this vibrant neighborhood, which has come to feel like a true home to me," said Germer. "I am delighted to have the opportunity to build a dedicated team of Ladies & Gentlemen and introduce immersive guest experiences and a new genre of luxury hospitality in Manhattan."

A well-respected leader in the luxury hospitality arena for over 27 years, Germer brings a wealth of global experience and expertise to his role. Beginning his career in his hometown Hamburg, Germany, his journey with brands such as Four Seasons, Raffles and The Ritz-Carlton has taken him around the world from Los Angeles to the Maldives, Singapore, London, Osaka, Toronto and to New York City. Germer was most recently the General Manager of the New York EDITION.

"Bastian is an exceptional leader who embodies the culture and values of The Ritz-Carlton," said Donna McNamara, Vice President and Global Brand Leader for The Ritz-Carlton. "With global experience and a keen understanding of today’s luxury landscape, we know that Bastian

will create transformative guest experiences at The Ritz-Carlton New York, NoMad that celebrates and defines the evolution of our brand.”

For further information and bookings, please visit www.ritzcarlton.com/nomad

About The Ritz-Carlton New York, NoMad:

Situated at Broadway and 28th street, The Ritz-Carlton New York, NoMad combines the brand’s legendary service with refined elegance. Developed by Flag Luxury Group and designed by world-renowned design teams including Rafael Viñoly Architects, Rockwell Group, Lázaro Rosa-Violán Studio, and Martin Brudnizki, the 250-key hotel is conceived as a pillar of Manhattan’s renowned Floral District, drawing inspiration from its rich history and the beauty of nature. Suites offer expansive living spaces filled with bespoke furnishings and artwork alongside breathtaking views across the city’s most iconic sights. The hotel boasts legendary restaurants and bars by Michelin-starred chef José Andrés, including Zaytinya, offering an innovative mezze menu inspired by Turkish, Greek and Lebanese cuisines served up in a sleek and modern setting, The Bazaar, a new iteration of the high-end avant-garde dining destination, and the rooftop bar, where guests can drink 500 feet in the air. For events and gatherings, the hotel offers over 10,000 square feet of event space spanning two floors, including a private outdoor terrace. The hotel also houses the signature 6,800 sq ft Ritz-Carlton Spa and Fitness Center, featuring eight treatment rooms, sauna & steam rooms. For more information and reservations, please visit ritzcarlton.com/nomad.

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