

# ForbesLife

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THE NEW  
POWER SUIT  
SCANDAL'S  
TONY GOLDWYN  
TAKES CHARGE  
OF FALL FASHION

AN ISLAND  
YOU CAN'T  
REFUSE  
MARLON  
BRANDO'S  
TAHITIAN  
PARADISE

PLUS  
THE DESIGNER  
MASERATI

HIGH-FLYING  
PILOT'S WATCHES

THE SAILBOAT  
OF THE FUTURE

A man in a grey suit and white shirt is smiling and juggling a peach. He is standing in a kitchen or food preparation area with several wooden crates filled with peaches around him. The background is a plain, light-colored wall.

## INSIDE DAVID CHANG'S SECRET TEST KITCHEN

WHAT'S MOMOFUKU'S  
MASTER CHEF  
COOKING UP NEXT?

## FAR AND AWAY

# A GRAND REVIVAL ON BROADWAY

The curtain rises again on the Knickerbocker Hotel, a legendary haunt on the Great White Way.

A fabled New York character returns to Broadway this fall, when the Knickerbocker Hotel, built in 1906 by John Jacob Astor IV, reopens on the southeast corner of Times Square. In its short life as a hotel—Prohibition, in 1921, did it in—the Knickerbocker acquired a trove of anecdotes as rich as its coruscated Beaux-Arts facade, starting with its nickname, “The 42nd Street Country Club.”

Enrico Caruso was a longtime resident—and on Armistice Day 1918 led a crowd in “The Star Spangled Banner” from the window of his seventh-floor suite. (The new hotel will duly offer a Caruso Suite.) In Fitzgerald’s *This Side of Paradise*, Amory Blaine stops in at the bar and sees Maxfield Parrish’s Old King Cole mural, now ensconced at the St. Regis Hotel but created for the Knickerbocker. And one day in February 1918, a dressed-up chimpanzee named Prince Charles strolled into the lobby, having escaped from a nearby theater. Despite lore to the contrary, it does appear, however, that the martini was not invented here, although the new hotel will continue to foster the idea with its 750-square-foot Martini Suite. The revived Knick ([theknickerbocker.com](http://theknickerbocker.com)) will have 330 rooms done in a sleek international style, with a full complement of tech bells and whistles. Charlie Palmer has signed on to create the restaurant, but the highlight should be the 7,500-square-foot rooftop bar, from which you’ll be able to regard two landmarks celebrated by George M. Cohan, Broadway and Herald Square. Cohan, too, stayed at the original Knickerbocker, and the hotel is celebrating him right back by naming a suite after him.



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