

THE WALL STREET JOURNAL.

Two Top Chefs Sign On at Hudson Yards

José Andrés and Costas Spiliadis will helm restaurants at Shops & Restaurants at Hudson Yards

November 30, 2015 | By Charles Passy



Two prominent chefs have signed on to the Hudson Yards project, bringing the culinary component of the 28-acre West Side retail-and-residential complex into greater focus.

José Andrés, the Spanish-born chef who's long been a fixture in Washington, D.C., and Costas Spiliadis, the Greek chef behind the seafood-centric Estiatorio Milos chain with locations in New York, Las Vegas, Miami and elsewhere, will helm restaurants at the 1 million-square-foot Shops & Restaurants at Hudson Yards when it opens in 2018, according to Ken Himmel, one of the project's key developers.



Spanish-born José Andrés, a James Beard Award-winning chef whose arrival in New York from Washington, D.C., has long been anticipated by the foodie crowd. ENLARGE

Spanish-born José Andrés, a James Beard Award-winning chef whose arrival in New York from Washington, D.C., has long been anticipated by the foodie crowd. PHOTO: BLAIR GETZ MEZIBOV The eateries will be among 10 to 12 main dining destinations within the retail complex. Earlier this year, Hudson Yards announced that Thomas Keller, the Michelin-starred chef whose Per Se restaurant is a fixture at the Time Warner Center, would open an American-style grill at the complex, as well as help Mr. Himmel curate the other Hudson Yards dining spots.

Overall, Hudson Yards' culinary concept is to feature food from acclaimed chefs, but in a less-formal context, Mr. Himmel explained.

So, whereas dinner at Per Se can easily top \$400 per person, restaurants at Hudson Yards will likely have check prices between \$50 and \$200, said Mr. Himmel. Lunch could run as little as \$20.

"We've already done our thing at the top," said Mr. Himmel, referring to the Time Warner Center, which his Related Cos. firm also developed. "The idea here is to be much more engaging, much more affordable."

It is that approach that appealed to Mr. Andrés, a James Beard Award-winning chef whose arrival in New York has long been anticipated by the foodie crowd. Mr. Andrés also has plans for another restaurant in New York, the Bazaar, which is set to open in 2016. But he emphasized that his Hudson Yards restaurant will be a lower-cost experience in a traditional Spanish vein.

“Tapas will be at the heart of it,” he said.

Mr. Himmel added that he’s not planning any stand-alone bars at Hudson Yards, but that the restaurants would have strong bar programs and bar seating for dinner. The retail complex will encompass six to eight quick-serve restaurants, including two outposts of Bouchon, Mr. Keller’s bakery and cafe concept.

Also on tap dining-wise at Hudson Yards: a restaurant within Neiman Marcus, the luxury department that is a cornerstone of the complex.

Restaurant and retail experts say Hudson Yards’ focus on lower-cost—though hardly low-cost—dining is a smart move at a time when restaurant patrons are seeking such alternatives.

“People are looking for more casual but still premium experiences,” said Bret Thorn, an editor with Nation’s Restaurant News, a trade journal. Mr. Thorn added this increasingly popular approach has been dubbed “polished casual.”

Beyond the retail component, the Hudson Yards, which is billed as “the largest private real-estate development in the history of the United States,” is slated to include 5,000 residential units, a hotel, a cultural center and a public school. The complex, currently under construction, is situated between West 30th and West 34th streets and 10th and 11th avenues.