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STATE OF THE ARTS:
THE VISIONARIES LEADING THE
CULTURAL CONVERSATION

The Art of GIVING

Palm Beach's Amanda
Schumacher Shows How
Art Can Change the World

A woman with blonde hair, wearing a long, form-fitting, gold-colored dress with a floral pattern, stands in front of a large, ornate white marble fireplace. She is leaning against a black wrought-iron screen. The background is a dark wood floor.

Stay at Nora

The Nora Hotel ushers a new era of design-driven luxury to West Palm Beach's NORA District. *by KAILA STANG*



PHOTO COURTESY OF SACRET



Fall 2026 will introduce West Palm Beach to a stylish new hospitality destination: The Nora Hotel. This 201-room boutique property anchors the heart of the city's reimagined NORA District and marks BD Hotels' first ground-up project outside New York. The visionary team, including Richard Born, Ira Drukier and Sean McPherson, behind NYC icons The Bowery, The Mercer and The Greenwich, brings its signature design-driven approach to South Florida, highlighting the city's rise as a luxury destination.

The Nora Hotel's design celebrates West Palm Beach's architectural heritage, drawing on the Mediterranean and Spanish colonial revival styles of 20th-century architect Addison Mizner. Arched loggias, sunlit courtyards and intricate tilework evoke Palm Beach elegance while channeling the district's creative energy. To honor Mizner's legacy, the team layered printed images of his iconic façades over the hotel's plans, creating a vision that fits seamlessly within the surrounding neighborhood. "The Nora Hotel will serve as a cornerstone for the district, defining its identity as a hub for design, culture and community," says Richard Born, owner of BD Hotels. Inside, New York's Gachot Studios crafts interiors of elegant simplicity, balancing meticulous detail with a sense of place. The result is a space that feels refined yet welcoming, where luxury and livability coexist effortlessly.

Culinary offerings anchor the property, beginning with the West Palm Beach debut of Pastis, the famed New York brasserie from James Beard Award-winning restaurateur Stephen Starr. "We know that the design, sophistication and ambiance of the Pastis restaurant will bring the urban vibe to our hotel guests and the greater Palm Beach community," explains Born. Guests can also enjoy a rooftop restaurant, garden lounge and poolside cabanas, all offering sweeping views of the district.

The Nora Hotel is poised to define the neighborhood's identity through its architecture, culinary offerings and hospitality-driven experiences. Born sums up, "Ultimately, our success will be realized if The Nora Hotel is regarded as the ultimate cultural, lifestyle and community center, as we have achieved at many of our hotels in New York." 1135 N. Railroad Ave., West Palm Beach, noraupb.com

A rendering of the Nora Hotel showcases the 201-key boutique property, developed by BD Hotels.