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For Immediate Release

## **RE-BIRTH OF A NEW YORK LANDMARK**

Gray Kunz Refashions Former Rockefeller Townhouse into Classic Bar/Lounge and Private Dining Space for Midtown

New York, NY — March 9 . 2006 — 13-15 West 54th Street in New York City will be known as Grayz, a dual purpose drinking and dining establishment created by critically acclaimed chef and restaurateur, Gray Kunz. One part classic bar and lounge serving exquisite finger foods day and evening, one part private dining rooms, this new concept in hospitality is intended to fill a critical gap in present-day midtown Manhattan. To execute his vision for this location, Mr. Kunz has retained a team of top experts in hospitality design and construction whose mission is to honor the history of the building's former owners in their heyday, the Rockefellers. The planned opening date for Grayz is October 2006.

“The beauty and space cried out for something other than a *normal* restaurant,” says Gray Kunz of his new venture. Natural separations in the structure allow Mr. Kunz to create two distinct dining and entertaining spaces at Grayz. On the ground floor entrance level there will be a bar and lounge reminiscent of New York City in the 1950s, when going out for cocktails and dining were festive occasions. Plush furnishings and fireplaces will encourage guests to congregate. A unique menu of signature ‘Gray Kunz’ finger foods will be created to complement an array of singular beverages, including wine, beer, spirits, and cocktails where every ingredient is made in-house. Here, the drinks will dictate the menu. And like the foods, cocktails will cross-over traditional culinary boundaries and contain spices, syrups and juices in combinations designed to delight and dazzle. Former Café Gray executive sous chef, Michael Citarella, will become executive chef at Grayz, and Chris Broberg will add Grayz pastry department to his duties at Café Gray.

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Down a curved staircase one flight below ground level is all private dining. Two areas — a pre-reception or small dining room, and the large atrium room — provide maximum flexibility for private events of any size. Each private menu will be custom-made, in accordance with the event and the individual needs of the host and guests. Chef Kunz cooks from an international pantry with the finesse of a seasoned expert, making any menu possible, and his work at Café Gray, opened in October 2004, is evidence of that promise.

A design team of accomplished professionals will bring all this change about: noted architect Chris Smith, of CMS Architecture; kitchen design expert Jimmy Yui, of Yui Design; project consultant Steven Magnus of Iron Bridge Consulting, concept and design consultant Giorgio Baravalle of de.MO, legal counsel Philip Colicchio of Taylor, Colicchio & Silverman, LLP, and public relations and marketing consultant Stephanie Faison of Restaurant PR.

The landmark site will undergo dramatic change as it becomes Grayz, a playful name that connotes “grazing,” as in finger foods, as well as being the possession of owner, Gray Kunz. Chiefly, the waterfall, formerly located in the atrium, or garden room, will be removed and replaced by a wall of wine, a working wine cellar fully two stories high. This dramatic functional back drop will serve as a focus of both the upstairs and down, offset by brick walls or the flicker of firelight, depending on the view. The overall feeling of Grayz will be at once sophisticated and warm, evocative of an era gone by, when people gathered joyfully, to see and be seen.

Gray Kunz remains committed to his work at Café Gray, located in the Time Warner Center at 10 Columbus Circle. He plans to be at Café Gray, day and evening, while a select management team, including event manager Maureen Farley Schilling (also at Café Gray), oversee operations at Grayz. Grayz, as well as any future projects, will be managed by Gray and his brother, Kevin Kunz, as a function of their company, Kunz Brothers. Kevin Kunz is presently based in Switzerland, but plans to relocate to the United States soon.

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