

## **Mr. Purple Celebrates 10 Years as Lower East Side Rooftop Icon with Exclusive Anniversary Event**

**New York, NY – April 29, 2026** – Mr. Purple, the beloved rooftop bar atop Hotel Indigo Lower East Side, will commemorate a decade of skyline views, refined cocktails, and vibrant nightlife with an anniversary celebration on Wednesday, May 13, 2026.

Since opening in 2016, Mr. Purple has solidified its status as a neighborhood staple on Manhattan’s Lower East Side, drawing locals and visitors alike with its stunning cityscape panoramas, craft cocktails, seasonal bites, and high-caliber DJ programming.

This celebration aligns with a comprehensive interior and exterior refresh by Legeard Studio. The redesign refines the venue’s modern identity while preserving the distinctive atmosphere that has made Mr. Purple an enduring Lower East Side landmark.

“Over the past decade, Mr. Purple has become more than just a rooftop bar—it’s a defining part of the Lower East Side experience. Its energy, creativity, and consistency have made it a destination not just for New Yorkers, but for visitors from around the world. We’re proud to celebrate ten years of such an iconic venue and its continued impact on the city, and we look forward to this next chapter,” said Scott Gerber, CEO of Gerber Group. “This anniversary honors our dedicated team, loyal guests, and valued partners who have helped make Mr. Purple a cornerstone of the neighborhood’s nightlife.”

“Great hospitality spaces stand the test of time by constantly evolving while staying true to their spirit. Mr. Purple is a perfect example of that balance—ten years on, it remains vibrant, relevant, unmistakably unique, and an important part of the Hotel Indigo Lower East Side. This milestone is a testament to the vision behind it and the team that continues to bring it to life every day,” said Rotem Rosen and Anand Mahindra, owners of Hotel Indigo Lower East Side.

For more information, press inquiries, or to request access to the anniversary event, please contact Regan Kommor at [regan@mrpurplenyc.com](mailto:regan@mrpurplenyc.com) and follow Mr. Purple for updates.

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### **About Mr. Purple**

Mr. Purple is the rooftop bar atop Hotel Indigo Lower East Side, offering breathtaking Manhattan skyline views, innovative craft cocktails, and a dynamic lineup of nightlife events. Managed by the Gerber Group, it is renowned for its community-driven experiences and cutting-edge programming. Newly opened and just below on the 14th floor, sits The Club by Mr. Purple. This space is complemented by a 360 degree DJ booth, luxury banquet seating, full bar, and ample dancing room under the ceiling of disco lights. The floor-to-ceiling windows offer the same spectacular views of downtown NYC and surrounding bridges. For more information, visit [mrpurplenyc.com](http://mrpurplenyc.com).

### **About Hotel Indigo Lower East Side**

Hotel Indigo Lower East Side is a boutique lifestyle hotel in New York City’s Lower East Side, located at the crossroads of music, nightlife, fashion, and fitness. Part of Hotel Indigo by IHG Hotels & Resorts, the

hotel offers design-forward guest rooms and skyline views. Guests enjoy rooftop dining and nightlife at Mr. Purple, a 14th-floor nightclub, The Den immersive meeting space with terrace, a Technogym fitness center, and a loft-style two-story penthouse.

### **About Legeard Studio**

Legeard Studio is an interior design practice founded in 2011 that blends global cultural fluency, emotional intelligence, and craftsmanship. Led by founders Julien Legeard and Valmira Gashi, the studio is guided by the belief that meaningful design emerges from material honesty, technical mastery, and creative intensity. Through close collaboration with master makers and artisans, Legeard Studio delivers highly considered environments across high-end residential, commercial, and hospitality projects in New York, Miami, Chicago, Los Angeles, and beyond.