



Away from Home

► New Hotels in London ◄



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New London Architecture

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In association with

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MAGAZINE

Away from Home is part of the NLA/Building Centre exhibition programme made up of six major exhibitions a year, which take on key themes to explore London and its built environment.



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Introduction

London's hotel market is currently undergoing what is arguably the biggest and most sustained period of growth in its history, topping the European tables in occupancy, revenues and future supply.

A recent survey by US-based Lodging Econometrics identified London as the city with the strongest 'pipeline' of development in Europe. London had 74 new hotels, representing a potential 13,417 guestrooms, under various stages of development. This number will now have increased significantly since their research was undertaken prior to the announcement that London would host the 2012 Olympic Games.

To put this figure into perspective, that is as many hotel projects as are underway in the whole of Spain, and five times as many as there are in Moscow, the second busiest city in Europe in terms of new hotel development. It also represents half of the 147 hotel projects being built in the UK as a whole.

Research undertaken by Visit London's Hotel Development Monitor underscores these findings. According to Visit London's recent report 'Accommodating Growth – A Guide to Hotel Development in London', there are 11,300 hotel rooms currently under development in the capital – based on those that have set likely dates of completion



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– with a further 8,500 that have yet to confirm completion dates.

Such levels of development have led to concerns being raised about possible oversupply. But according to The London Plan, an extra 50,000 hotel rooms are needed to meet demand between 2006 and 2026.

The primary factor is a strong economy – not just in the capital itself, but globally. London's real estate market is particularly buoyant, making investments in any property class an attractive proposition.

Secondly, the hotel market internationally is experiencing a period of strong growth, in the performance of existing hotels, investment levels in hotel transactions, and the development of new hotels.

Investment in the hotel sector is also at record levels. Traditionally viewed as a risky sector, hotels are increasingly viewed by the investment community as a valid property class, with potentially greater returns than other assets such as office, retail and residential developments.

In addition, the entire ownership dynamic of the hotel sector has undergone a revolution. Traditionally, large hotel companies have both owned and operated their properties. Over the last few years however, the trend

has been for hotel companies – especially those listed on the Stock Exchange – to divest their property assets in order to return cash to shareholders, and to focus their efforts on operating hotels and building brands rather than acquiring and developing property.

This has heralded the arrival of new entrants to the hotel market, both high net-worth individuals, for whom trophy assets such as luxury five star hotels hold a unique appeal, and private equity investors who see significant potential in hotel companies which have been undervalued by the stock market. Many of these new owners are willing to invest significant sums in the renovation of their newly acquired assets. The refurbishment of existing hotels thus represents an opportunity for the architectural and construction sectors in addition to the creation of new ones.

The boom in hotel development in London is all the more remarkable because – unlike the last development wave of the late Nineties – it has affected all levels of the market. *Away from Home* looks at some of the new hotels under development in the capital in each sector, and the market forces that are shaping their construction.

Budget Hotels

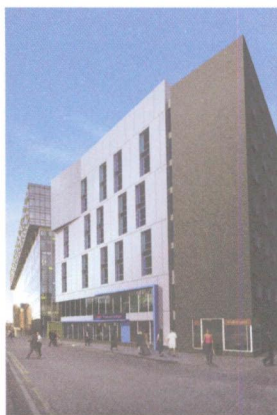
Tried and Tested

Travelodge, Premier Travel Inn
and their competitors

The bulk of new hotel stock in London is coming from the budget sector, the fastest growing area. The expansion of recognised budget brands has squeezed out tired room stock at the bottom end of the market, traditionally occupied by guesthouses and bed & breakfasts. Many of these properties are either being upgraded to boutique hotels or converted to residential.

The leading players in the budget sector – Travelodge, Premier Travel Inn and Accor – have seen significant growth in the capital. All three have announced unprecedented plans to ramp up their presence in London further still. Travelodge is investing £3.5bn in new hotels to treble the size of its estate by 2020, and the major area of focus is Greater London where an extra 22,000 rooms are targeted. Premier Travel Inn plans 15,000 rooms in the UK, taking its total to 45,000 rooms, by 2010.

Dexter Moren Architects is working with Accor on a 600+ bedroom Ibis hotel at The Trocadero. This project highlights a trend identified by Moren at this year's Economy & Budget Hotels conference – that of siting hotel receptions on the second or third floors of buildings so that prime, pavement-facing real estate can be devoted to retail, office or leisure use. This has the additional benefit of locating hotel bedrooms on quieter, potentially more scenic upper floors.



Travelodge Southwark

Design Team
Dexter Moren Architects

Developer
Blackfriars Investment

Operator
Travelodge

Status
Pipeline

Location
Bankside



Travelodge Euston Square

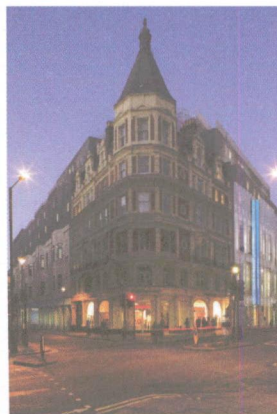
Design Team
Dexter Moren Architects

Developer
Southbury Developments

Operator
Travelodge

Status
Completion due February 2008

Location
Euston



Ibis Trocadero

Design Team
Dexter Moren Architects

Developer
London Trocadero Ltd

Operator
Ibis

Status
Pipeline

Location
West End

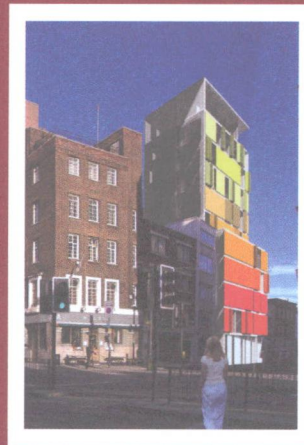
The New Breed of Budget

'Microtels' and luxury on the cheap

Perhaps the most interesting trend highlighted by Moren is the impact of budget air travel on the hotel sector. As Moren says "the growth in the budget airline industry has created a demand for equivalent bed spaces and because air travellers want to be central, peripheral locations are generally unacceptable." Where established budget brands have traditionally been located on the outskirts of city centres, where sites are more readily available and cheaper, today's traveller demands central locations at competitive prices.

It is this trend that has prompted two of the most talked about new hotel brands of recent years, Yotel and easyHotel, both at the budget end of the market, and both launched in London. These brands have been described as 'microtels', since both have used radical new design concepts to create hotel rooms that are much smaller than the norm. They are also based on architectural concepts that can be slotted into tight, awkward locations that would previously have been rejected as unsuitable for hotel use. Future development of these brands involves an increased use of pre-fabrication.

Although its design and construction are more conventional, similar ideas have informed the launch of The Hoxton, the first hotel in a chain of 'luxury-budget' hotels planned by Pret a Manger co-founder Sinclair Beecham. Beecham has also adopted an internet driven pricing-on-demand strategy, with a limited number of rooms available at £1 a night.



Sleeperz Waterloo

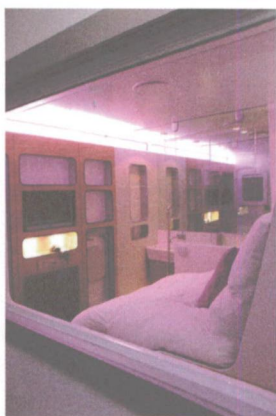
Design Team
Clash Associates

Developer
**Network Rail,
Sleeperz Ltd**

Operator
Sleeperz

Status
Pre-planning

Location
Waterloo



Yotel

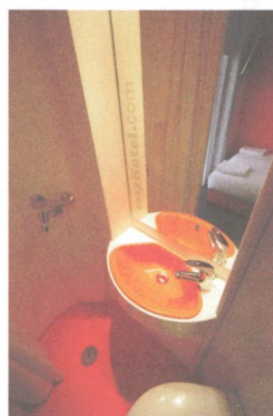
Design Team
**The Manser Practice,
Priestman Goode,
Conran & Partners**

Developer
Yotel

Operator
Yotel

Status
**Gatwick opened July 2007,
Heathrow to open
November 2007**

Location
Gatwick and Heathrow



easyHotel

Design Team
EPR Architects

Developer
easyHotel

Operator
easyHotel

Status
**South Kensington,
Victoria & Earls Court in
operation, Luton due to
open 2007**

Location
Various



The Hoxton

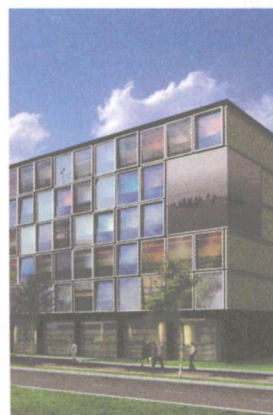
Design Team
**Bell Slater Partnership,
The Formation Creative
Consultants Ltd, Davis
Langdon**

Developer
Willow Street Hotel Ltd

Operator
Willow Street Hotel Ltd

Status
**Completed September
2006**

Location
Hoxton



citizenM

Design Team
**Concrete Architectural
Associates, MacKay &
Partners**

Developer
OSIB Financial Holding

Operator
citizenM

Status
Under development

Location
To be confirmed

Midscale Hotels

Household Names

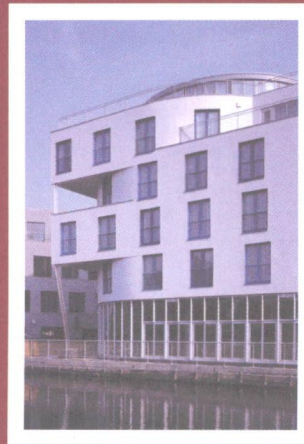
Established brands continue to occupy the centre ground

For all the growth of the budget sector, it is the 'midscale' three and four star hotels that provide the bulk of existing room stock in London. Branded hotels, with an estimated 70% of the market, dominate. Intercontinental, through its Crowne Plaza, Holiday Inn and Express by Holiday Inn brands, is the largest provider at the various levels within this sector. Thistle is also a significant player, as are the core brands of Hilton and Marriott. The most significant new brand in the capital is rapidly expanding Park Plaza Hotels.

Companies such as Marriott and Hilton, who are historically conservative in their approach to design, will often try out new design concepts in London, which is seen as a key market internationally, and a good testing ground where guests are potentially more receptive to new ideas. These experiments have met with varying degrees of success.

Designs for Marriott by London-based Richmond International at the Marriott West India Quay proved so successful that elements of it were then incorporated into new room designs to be rolled out throughout the company's vast estate from its Washington headquarters.

Perhaps this is a reflection of the impact and importance of the boutique sector in the capital. Established operators realise that they risk losing business to hotels with more impactful design schemes if they do not react to the success of the boutique hotels by developing their own designs in a more contemporary direction.



Holiday Inn Camden Lock

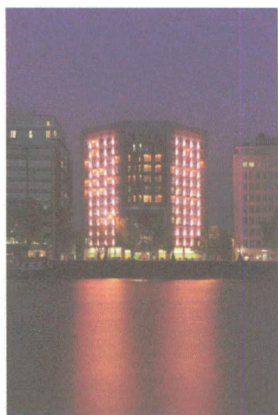
Design Team
Dexter Moren Architects

Developer
Splendid Hotel Group

Operator
Holiday Inn

Status
Completed 2003

Location
Camden



Park Plaza Riverbank London

Design Team
RHWL Architects, EADL

Developer
Park Plaza Hotels

Operator
Park Plaza Hotels

Status
Opened March 2005

Location
Albert Embankment



Hilton London Canary Wharf

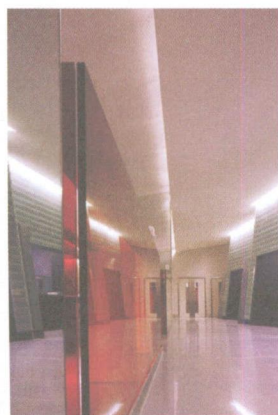
Design Team
**EPR Architects,
Jestico + Whiles**

Developer
Jemstock Properties Ltd

Operator
Hilton UK & Ireland

Status
Opened June 2006

Location
Docklands



The Cumberland

Design Team
**ReardonSmith Architects,
Real Studios, bennett
interior design, Davis
Langdon**

Developer
**RBS Hotel Development
Company**

Operator
Guoman Hotels

Status
Completed October 2004

Location
Marble Arch



Marriott Gatwick

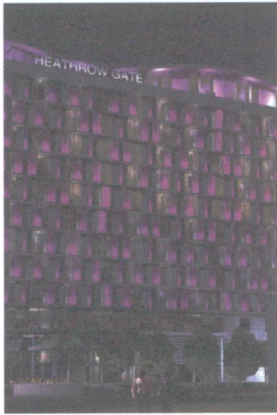
Design Team
Dexter Moren Architects

Developer
Kew Green Hotels

Operator
Marriott

Status
Due to open 2008

Location
Gatwick



Heathrow Gate

Design Team
Child Graddon Lewis

Developer
Hayes Gate House Limited

Operator
To be appointed

Status
Pipeline

Location
Heathrow



Novotel Paddington

Design Team
**Dexter Moren Architects,
KPF**

Developer
Development Securities

Operator
Accor Hotel Group

Status
**Completion due
July 2008**

Location
Paddington Central



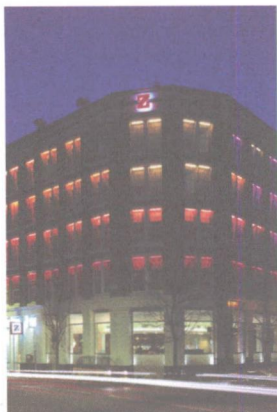
Niche Boutiques

Move from the margins
to the mainstream

The arrival of so-called boutique hotels has been one of the most significant developments in the London hotel market over the past decade. Often these are smaller, individually-designed properties that tend to be privately owned and operated. Many are converted from unusual or historic buildings, or have been upgraded from run-down guesthouse hotels.

The first wave of boutique hotels to launch in London – St Martins Lane, The Sanderson, The Metropolitan, The Halkin, The Hempel and The Great Eastern – tended to be at the top end of the market. But as the boutique market has matured, it has begun to infiltrate the mainstream, and more affordable boutique properties have proliferated.

Notable examples of recent years include The Rockwell (a renovation of a former hostel within a Victorian terrace by architects Squire & Partners and designers Fieldhouse), The Zetter (Chetwoods' conversion of the Zetter Pools building in Clerkenwell, with interiors by Precious McBane), and the Chiswick Moran (a conversion of a Sixties office block completed by Project Orange in 2006).



The Zetter

Design Team
**Chetwoods, Precious
McBane**

Developer
Urban Hotel Group

Operator
Urban Hotel Group

Status
Opened 2004

Location
Clerkenwell



The Rockwell

Design Team
**Squire and Partners,
DPA Lighting, Fieldhouse**

Developer
The Rockwell Hotel

Operator
The Rockwell Hotel

Status
Completed May 2006

Location
Kensington



Chiswick Moran Hotel

Design Team
Project Orange

Developer
Moran Hotel Group

Operator
Moran Hotel Group

Status
Completed July 2006

Location
Chiswick

Branded Boutiques

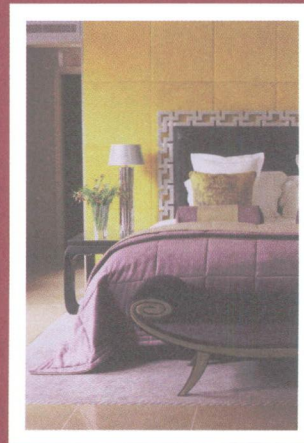
Growth breeds new hotel groups

The 'middle ground' of the London hotel scene is increasingly occupied by a new breed of hotel which might be termed 'branded boutiques'. These hotels have the contemporary style of boutique hotels, yet tend to belong to small, growing groups of hotels rather than individual owner operators, or large corporations.

Two of the strongest 'boutique' brands in the UK are Malmaison and Hotel du Vin – both now owned by the same parent company MWB. Malmaison have already opened one London hotel in Charterhouse Square, and Chief Executive Robert Cook has said that he believes both Malmaison and Hotel du Vin should have more than one hotel in the capital.

Privately-owned Firmdale Hotels are one of the capital's most successful operators, with a portfolio of hotels that has seen them convert everything from an empty car-parking lot at The Soho to a listed John Nash-designed house by the Theatre Royal at the Haymarket Hotel.

The paucity of sites available for new hotels in central London has meant that developers, hoteliers, architects and designers have become ever more inventive in the buildings they will consider converting for hotel use, particularly at the boutique end of the market. Prisons, breweries, schools, hospitals, courtrooms – all these buildings which would previously have been dismissed as too challenging to convert to hotel use are now routinely marketed as suitable sites for new hotels.



The May Fair

Design Team

Radisson Edwardian
(Michael Attenborough)

Developer

Radisson Edwardian

Operator

Radisson Edwardian

Status

Opened November 2006

Location

Mayfair



City Inn Westminster

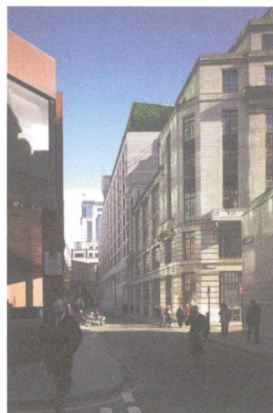
Design Team
**Bennetts Associates,
Cobalt**

Developer
City Inn Hotels Ltd

Operator
City Inn Hotels Ltd

Status
Opened September 2003

Location
Westminster



City Inn London 2

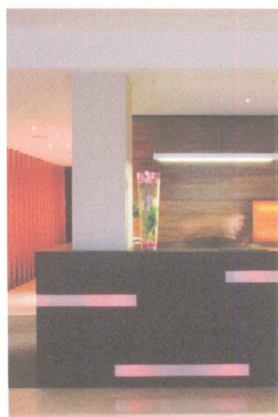
Design Team
**Bennetts Associates,
Fox Linton Associates**

Developer
City Inn Hotels Ltd

Operator
City Inn Hotels Ltd

Status
**Anticipated to open
early 2010**

Location
Tower Hill



Apex City of London Hotel

Design Team
Ian Springford Architects

Developer
Apex Hotels

Operator
Apex Hotels

Status
Opened November 2005

Location
City



Haymarket Hotel

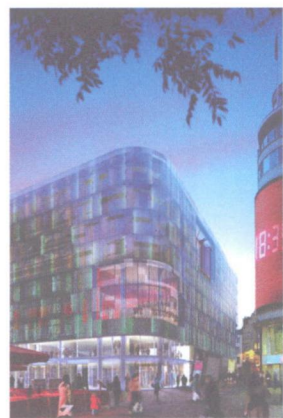
Design Team
Kit Kemp

Developer
Firmdale Hotels

Operator
Firmdale Hotels

Status
Opened May 2007

Location
West End



Swiss Centre

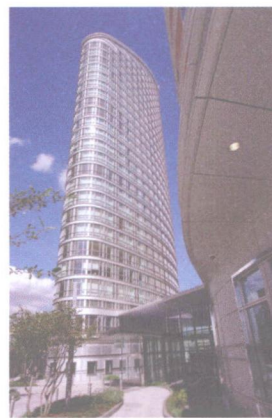
Design Team
Jestico + Whiles

Developer
McAleer & Rushe Limited

Operator
To be confirmed

Status
Pipeline

Location
Leicester Square



Radisson Edwardian New Providence Wharf

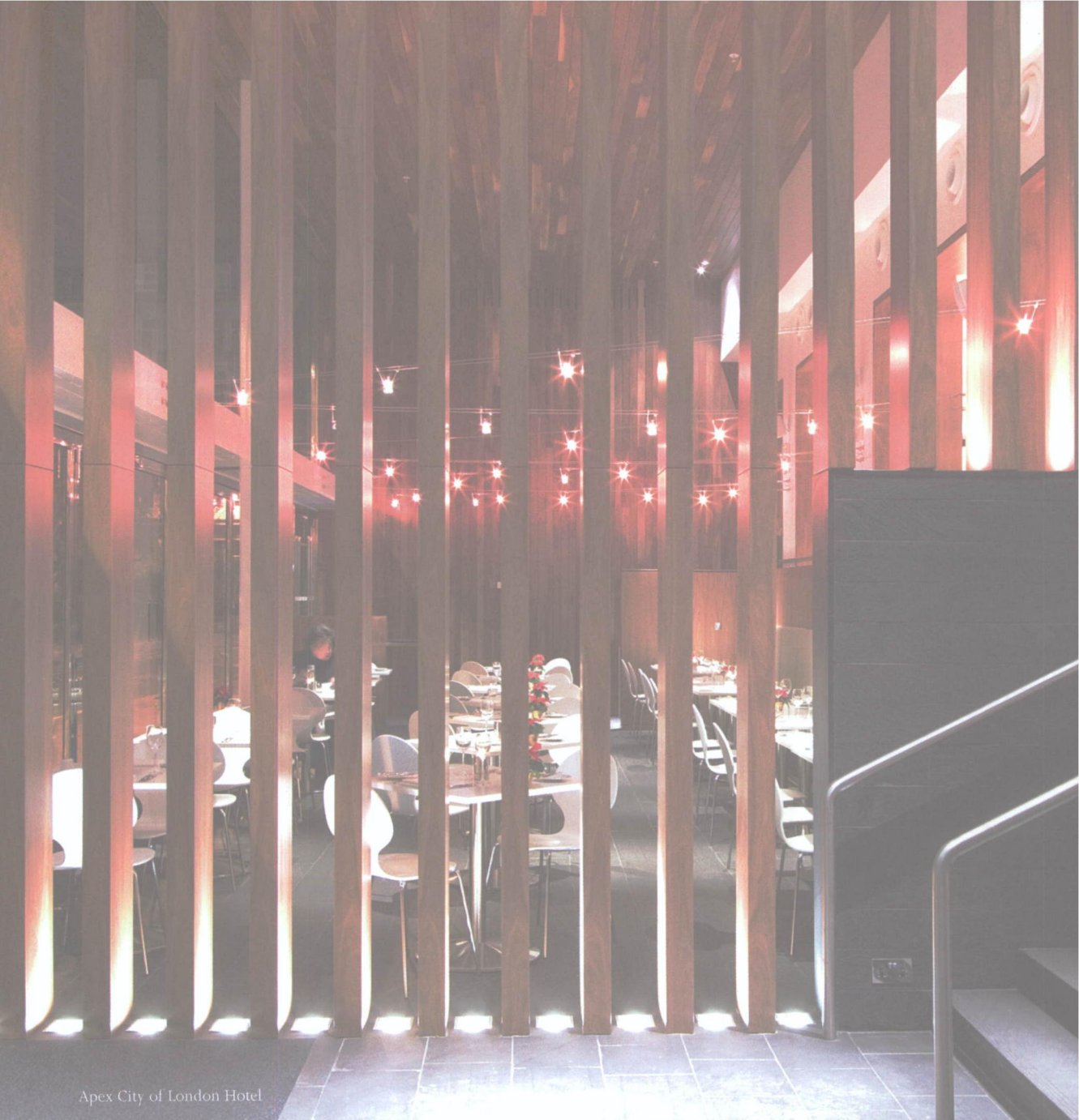
Design Team
**Skidmore, Owings
& Merrill, Aukett Fitzroy
Robinson**

Developer
**Ballymore Properties
Limited**

Operator
Radisson Edwardian

Status
**Opening
September 2007**

Location
Docklands



Five Star Hotels

Refurbishment Boom

Park Lane and Mayfair's monopoly on luxury comes under threat

The performance of London's high class hotels is amongst the strongest in the world, with rates and occupancy levels challenged only by Paris, New York, and Tokyo. As with other sectors of the market, there is considerable activity at the top end of the market, both in the refurbishment of existing hotels, and the creation of new ones.

The attraction of five star hotels as trophy assets for high-net worth individuals and privately-owned investment companies is notable. An analysis of some of the major transactions of recent years reveals the influence of these new entrants. In May 2004, Irish real estate firm Quinlan Private acquired The Savoy Group of hotels, including The Savoy, along with Claridges, The Berkeley and The Connaught, for £750m, renaming the portfolio as The Maybourne Group. The Savoy was subsequently sold by Quinlan to Saudi Prince Alwaleed bin Talal for £230m.

The Savoy is due to close for a mammoth £100m refurbishment, being overseen by ReardonSmith Architects, which will be one of the largest hotel projects the capital has seen in recent years. The Connaught is also due to close in the near future for a major overhaul, whilst Claridges and The Berkeley have seen substantial refurbishments of their suites over the past year.



**InterContinental
London
Park Lane**

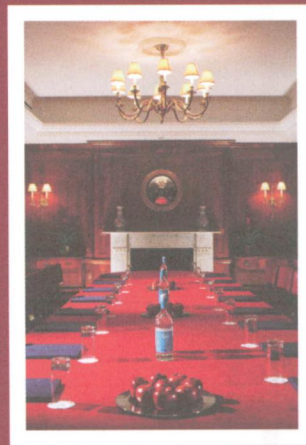
Design Team
ReardonSmith Architects,
J2 Design, KCA, RDD and
Ivana Feingold

Developer
InterContinental Hotels
Group

Operator
InterContinental Hotels
Group

Status
Completed spring 2007

Location
Park Lane



**Grosvenor House
London**

Design Team
ReardonSmith Architects,
RPW Design, GA Design,
Peter Silling

Developer
Vision Development Ltd
on behalf of owner Royal
Bank Of Scotland

Operator
Marriott

Status
Completion due end 2008

Location
Park Lane

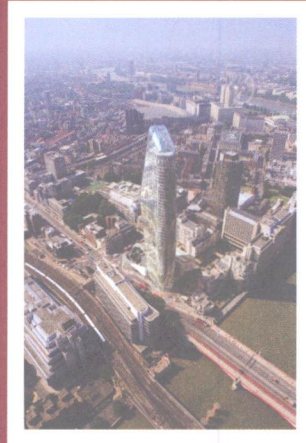
The Height of Luxury

New skyscraper developments to house five star hotels

There are two developments in particular which will introduce new five star hotel operations to London, both being launched by foreign hotel brands seeking to establish a presence within towering, iconic buildings that will change the city's skyline. Both skyscrapers are mixed use developments with a significant hotel component.

The Shangri-La Hotel will occupy floors 34 to 52 of The Shard at London Bridge. It will include 170 deluxe bedrooms and 25 suites. Dubai-based Jumeirah also plan to launch a five-star hotel within the Beetham Organization's Beetham Tower at No.1 Blackfriars Road, designed by Ian Simpson Architects. The 52-storey glass tower will offer 261 rooms and suites, a ballroom catering for up to 800 people and a number of smaller meeting venues, restaurants and bars.

Elsewhere in London, another noteworthy entrant to the five-star sector is the Renaissance St Pancras – RHWL Architects' restoration of George Gilbert Scott's Great Western Hotel, through a joint venture by Marriott International and Manhattan Loft Corporation to redevelop the site. At Heathrow's new Terminal 5 development, Arora Hotels have been selected by airport operator BAA to develop a luxury hotel which will be branded as a Sofitel by Accor.



Beetham Tower – Jumeirah

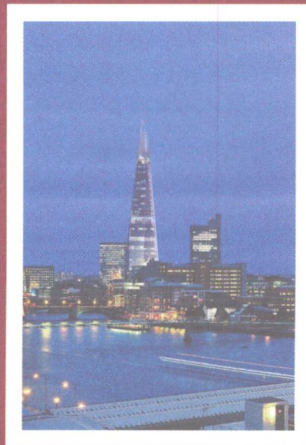
Design Team
Ian Simpson Architects

Developer
Beetham Organization

Operator
Jumeirah

Status
Completion due 2011

Location
Blackfriars Road



The Shard – Shangri-La

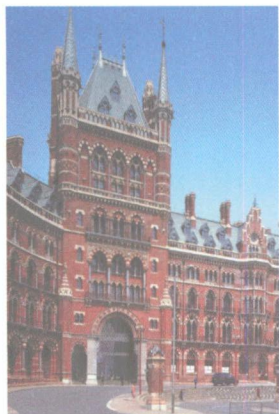
Design Team
**Renzo Piano Architects,
Hirsch Bedner Associates**

Developer
Teighmore Limited

Operator
Shangri-La

Status
Completion due 2011

Location
London Bridge



Renaissance St Pancras

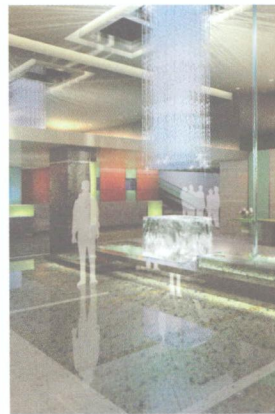
Design Team
**RHWL Architects,
Richard Griffiths Architects**

Developer
**Manhattan Loft
Corporation**

Operator
Renaissance Hotels

Status
Completion due 2010

Location
St Pancras



Sofitel Heathrow

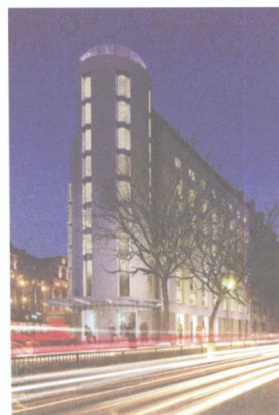
Design Team
EPR Architects

Developer
Arora

Operator
Sofitel

Status
Completion due 2008

Location
Heathrow Airport



Silken Hotel

Design Team
Foster + Partners

Developer
Silken Hotel Group

Operator
Silken Hotel Group

Status
**Completion due
end 2008**

Location
Aldwych



Park Plaza County Hall

Design Team
BUJ Architects

Developer
**Galliard Homes Ltd,
Frogmore Properties**

Operator
Park Plaza Europe Hotels

Status
**Completion due
October 2007**

Location
Waterloo

Ownership

Hometels

New models of hotel ownership

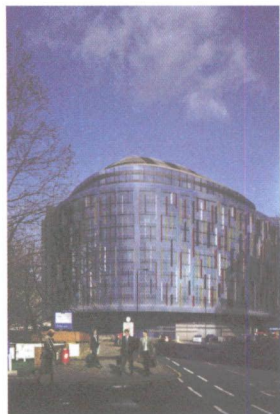
The accepted notion of what constitutes a hotel is expanding to incorporate 'extended-stay' hotels, serviced apartments and shared or fractional ownership models. Various new developments are underway which blur the boundaries between 'hotel' and 'residential' use.

Some of these projects involve siting apartments alongside or within a hotel, so that residents in the apartments can take advantage of the services (laundry, room service, concierge, etc.) provided by the hotel. Others are essentially all-suite hotels, where each room will have a lounge area, and possibly a small kitchen, as well as a bedroom and bathroom.

Park Plaza Hotel's new development at 1 Westminster Bridge Road will be the UK's largest aparthotel. Being developed with Galliard Homes and Frogmore it will feature over 900 suites, many of which will have a fitted kitchenette and separate seating area "blurring the line between hotel room and studio apartment".

Another model is that provided by Jonny Sandelson's GuestInvest. Here, investors effectively buy a room within a hotel. They are guaranteed a certain number of nights per annum on which they can stay in the room. The remaining nights are let out by the hotel on the investor's behalf, with the investor taking a percentage of the revenues generated.

Sandelson has two sites under development, at Devonshire Terrace/Queen's Gardens near Paddington Station (Nest Hotel) and at the Whitbread Brewery on Chiswell Street in the City of London (Chiswell Street Hotel).



Park Plaza Westminster Bridge

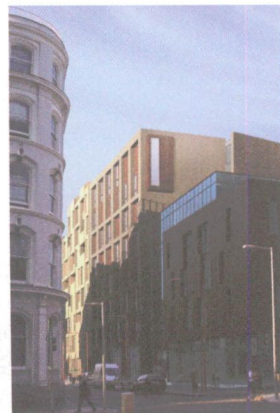
Design Team
BUJ Architects

Developer
**Galliard Homes Ltd,
Frogmore Properties**

Operator
Park Plaza Europe Hotels

Status
**Completion due
mid-2010**

Location
Waterloo



Staybridge Suites & Holiday Inn Bankside

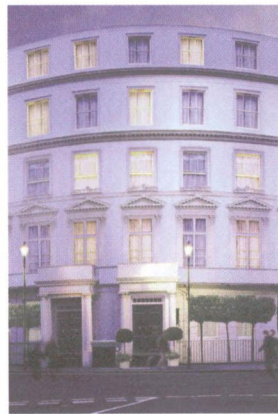
Design Team
Dexter Moren Architects

Developer
Splendid Hotels

Operator
**Staybridge Suites,
Holiday Inn**

Status
Opening early 2008

Location
Bankside



GuestInvest

Design Team
**Dream Design +
Architecture,
Heavenly, Flo Bailey,
Casegoods, PTT Design Ltd**

Developer
GuestInvest Ltd

Operator
GuestInvest Ltd

Status
**Due for completion end
2007 (Nest Hotel) and
end 2008 (Chiswell Street
Hotel)**

Location
Bayswater and City

Masterplans

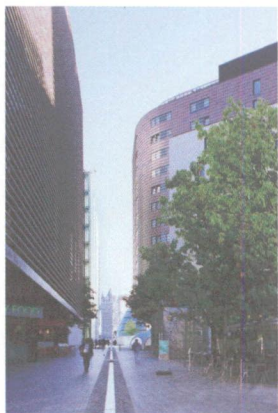
Mixed Use

Where do hotels fit in?

Apartments are not the only type of building with which hotels increasingly share facilities. Indeed it is increasingly rare for new-build hotels to open in London as stand-alone buildings. Most new sites are now introduced as part of larger masterplanned regeneration projects. The Hilton London Tower Bridge, within Foster & Partners' More London development, is one example.

HOK's masterplan for The Bonnington Group's redevelopment of Gillette Corner in West London will see a luxury 505 bedroom hotel alongside a health centre and 47,000sqm business campus. Planning permission has also just been granted for Notting Hill Village – a major mixed used redevelopment of an industrial area behind Freston Rd. This development by architects Allford Hall Monaghan Morris for Nottingdale Ltd will see the introduction of a hotel, residential accommodation and office space providing a new headquarters for fashion label Monsoon Accessorize.

The five star Renaissance St Pancras forms part of a much larger regeneration masterplan at Kings Cross incorporating the new Eurostar rail link. Hotels are also likely to play a central role in other major schemes such as the Olympic Village, the O₂ site (formerly the Millennium Dome) and ongoing developments in areas such as Canary Wharf and South Bank.



Hilton London Tower Bridge

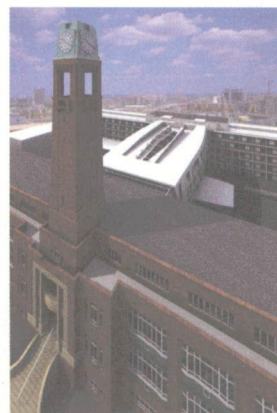
Design Team
**Jestico + Whiles, Lighting
Design International**

Developer
**More London
Development**

Operator
Hilton UK & Ireland

Status
Opened September 2006

Location
Tower Bridge



Gillette Corner

Design Team
**HOK, Keith Horn
Architects, Rolfe Judd
Planning**

Developer
The Bonnington Group

Operator
To be appointed

Status
Completion due 2010

Location
Isleworth



Notting Hill Village

Design Team
**Allford Hall Monaghan
Morris LLP**

Developer
Nottingdale Ltd

Operator
To be confirmed

Status
**Planning permission
granted June 2007**

Location
Notting Hill



Wembley Hilton

Design Team
The Manser Practice

Developer
**Quintain Estates &
Development plc**

Operator
Hilton

Status
Pipeline

Location
Wembley

Conclusion

The hotel sector in London is in rude health at present, and its success in the 2012 Olympic bid is set to boost growth further still. However, the sector faces numerous challenges in the years to come. The hotel industry is predictably cyclical, and many experts believe we are now at the top of the cycle. The lack of available sites, and the ever-increasing costs of real estate in the capital, are also hampering new hotel development.

Another challenge is a shortage of labour in the construction sector, in both professional services and manual. This potential crisis is set to intensify as the building boom prompted by the Olympics gets underway.

Planning laws are also an issue for new hotel development. Local planning permission is essential in the development of any new hotel. Major strategic planning applications must also receive the approval of the Mayor of London, who has the power to direct local authorities to refuse planning permission. The London Plan has identified certain boroughs where new hotel development is desirable – principally fringe central areas and locations with good public transport – but in other areas, notably Westminster and Kensington & Chelsea, gaining permission to build new hotels is likely to be difficult. Here, the emphasis is on upgrading existing room stock.

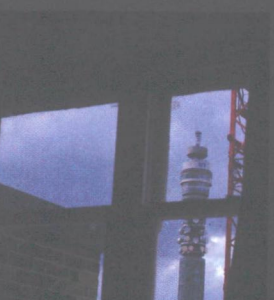
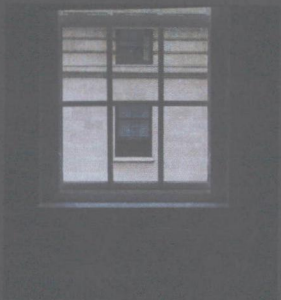
But perhaps the biggest potential threat to London's hotel market is the performance of the global economy, and particularly that of the US. The weakness of the dollar against the pound has already had an impact on the number of inbound American visitors. The faltering US economy also threatens future investment in the hotel market – traditionally it is an industry that closely tracks the performance of the economy as a whole. Industry observers who have witnessed previous downturns, and the knock-on effect on the hotel sector, remember all too well how quickly the good times can turn to bad.

That said, other factors give cause for cautious optimism. A relatively stable geo-political backdrop, the promise of ever-increasing numbers of travellers from China and India and the continuing availability of low cost air travel lead many to believe that the industry could still ride out the storm even if things do take a turn for the worse.



View from Hilton Park Lane

Rooms with a View



Index

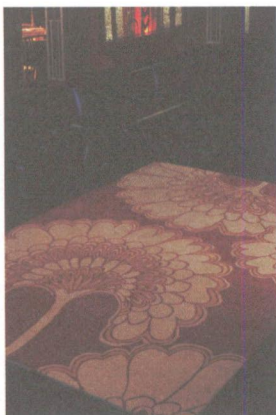
Apex City of London Hotel	15	Novotel Paddington	10
Beetham Tower – Jumeirah	20	Park Plaza County Hall	21
Chiswick Moran Hotel	13	Park Plaza Riverbank London	9
citizenM	7	Park Plaza Westminster Bridge	23
City Inn London 2	15	Radisson Edwardian New Providence Wharf	16
City Inn Westminster	15	Renaissance St Pancras	21
The Cumberland	9	The Rockwell	13
easyHotel	7	The Shard – Shangri-La	20
Gillette Corner	25	Silken Hotel	21
Grosvenor House London	19	Sleeperz Waterloo	6
GuestInvest	23	Sofitel Heathrow	21
Haymarket Hotel	15	Staybridge Suites & Holiday Inn Bankside	23
Heathrow Gate	10	Swiss Centre	16
Hilton London Canary Wharf	9	Travelodge Euston Square	5
Hilton London Tower Bridge	25	Travelodge Southwark	5
Holiday Inn Camden Lock	8	Wembley Hilton	25
The Hoxton	7	Yotel	7
Ibis Trocadero	5	The Zetter	13
InterContinental London Park Lane	19		
Marriott Gatwick	9		
The May Fair	14		
Notting Hill Village	25		

What the visitor sees
from a selection of
central London hotels



Installation Credits

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Florence Broadhurst Rug

The Florence Broadhurst rug, on generous loan from Knots Rugs, is the first to be launched from the new Florence Broadhurst Rug Collection. Florence Broadhurst wallpapers and fabrics are world renowned. Knots Rugs are continuing her legacy of hand crafted, quality production with the launch of this new collection. The rugs are hand-knotted in Nepal using pure Tibetan wool and silk. knotsrugs.co.uk



Cascade Chandelier

Cascade is a bespoke contemporary chandelier designed and generously loaned by design consultancy HOTCAKES. Handmade in stainless steel with leaves in a variety of materials, it can be tailored to suit any space. HOTCAKES was founded in 2006 by Central Saint Martins' graduate George Saunders-Singer. Recent commissions for its chandeliers include Conran's Bluebird restaurant and Vitra's showroom. hotcakes.org



Away from Home Hotel Key Fobs

The Away from Home hotel key fobs have been generously manufactured and engraved by Hospitality Data Services. Hospitality Data Services supply a range of stationery and other goods to the hospitality industry. ukhotelsupplies.co.uk



Polder Sofa XXL

The Polder Sofa, designed by Hella Jongerius (2005), has been generously loaned by Vitra – the renowned furniture manufacturer and retailer. Vitra is committed to the development and manufacture of high quality furniture – furniture which stimulates, motivates and inspires. Products are created in close cooperation with internationally renowned designers. vitra.com

Breakfast Talks

Talks featuring the hotel sector's leading designers, commentators and innovators take place every Wednesday morning at NLA during the Away from Home exhibition.

Talks are free to attend but booking is essential (see Booking Information below).

Wednesday 12 September

Bringing a New Class of Luxury Hotel to London

Hugh Frost, Chairman, **Beetham Organization**
Peter Zenneck, Vice President Development
Europe & North Africa, **Jumeirah Group**

Wednesday 19 September

A Novel Approach to the Urban Budget Hotel

Stelios Haji-Ioannou, Founder, **easyHotel**

Wednesday 26 September

London Hotel Design Scene: Running Ahead or Desperately Trying to Catch Up?

Herbert Ypma, Creator, Author & Photographer, **Hip Hotels**

Wednesday 3 October

Accommodating Growth: The Future for London's Hotels Beyond 2012

James Bidwell, Chief Executive, **Visit London**

Wednesday 10 October

London's Blooming: Trends in Hotel Development in the Capital

Martin Armitstead, Managing Director,
Head of EMEA Hospitality, **DTZ**

Wednesday 17 October

The Future of Hotel Design in London

Jonathan Manser, Managing Director, **The Manser Practice**
Dexter Moren, Director, **Dexter Moren Architects**
Martin Potter, Equity Director, **EPR Architects**

Wednesday 24 October

Yotel: Boldly Going Where Other Hotels Can't

Gerard Greene, CEO, **Yotel**

Booking Information

Free Entry

Registration essential at

www.newlondonarchitecture.org/talks

or call **Shân Roberts** on **020 7636 4044**

Check www.newlondonarchitecture.org

for latest information and programme updates

Venue

New London Architecture

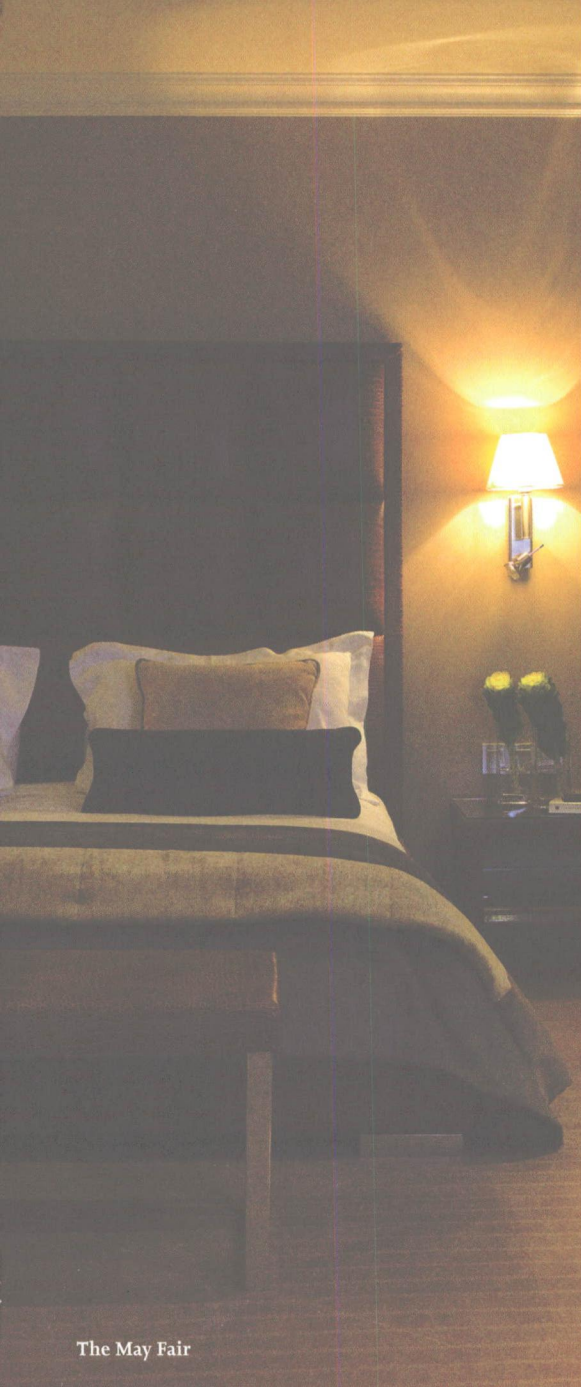
The Building Centre, 26 Store Street

London WC1E 7BT

Time

8.30 – 9.30am

(doors open/breakfast served from 8am)



Credits

Exhibition Director Peter Murray ★ **Managing Director** Nick McKeogh ★ **Assistant Director** Debbie Whitfield ★ **Creative Director** Nick Freeman (Manha) ★ **Design and production (exhibition and catalogue)** Will Tomlinson (Manha) ★ **Research and copy-writing** Matt Turner ★ **Research support** Emily Agodzo and Shân Roberts ★ **Production** Martin Page and Bill Young ★ **Catalogue print** James Pool & Sons ★ **Exhibition build and print** Sun Display ★ **Photography (Rooms with a View)** CJ Clarke ★ **Public Relations** Caro Communications

NLA would also like to extend special thanks to:

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...and to the following hotels for being photographed for 'Rooms with a View':

Apex City of London ★ The Berkeley ★ Charlotte Street Hotel ★ The Cumberland ★ Haymarket Hotel ★ Hilton Park Lane ★ The Hoxton ★ Langham Hotel ★ The May Fair ★ myhotel Bloomsbury ★ Radisson Grafton ★ Sheraton Park Lane ★ The Trafalgar



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