

17 January 2010

## Passport to Pimlico

### Woods Bagot Brings Together Advanced Technology and Two Listed Buildings to Create New London Luxury Hotel



Woods Bagot has received the go ahead from Westminster Council on a planning and listed building application to transform two Grade II listed buildings at Eccleston Square into a 40 room luxury boutique hotel in the heart of London's Pimlico. The project will transform the existing hotel into a 5 star plus luxury destination with the most advanced in-room technology to be found in the capital.

Woods Bagot's hotel design team, headed by Principal Rob Steul, will carry out both architectural and interior design for the Grade II listed building for the owner, Eccleston Square Hotel Holdings. The boutique product will incorporate a Media Lounge and two reception rooms serving food and beverages in a "stately" setting, 40 high quality bedrooms equipped with the latest in television, audio and internet technology, and facilities providing for meetings.

Rob Steul, Principal at Woods Bagot said; "This project draws on Woods Bagot's extensive experience and knowledge of hotel design. Appreciating the prominence of its location, and remaining sympathetic to its historical context, our design aims to transform this once tired hotel into a world class boutique location. The new hotel will offer clientele the best in comfort, contemporary design and in- room technology."

The hotel will open to guests in May 2011 well before the Olympics are hosted in the capital the following year. Rob Steul concludes; "With the thoughtful design of the hotel, and incorporating the owner's exacting standards, the Eccleston Square Hotel will be an ideal choice for those who are seeking a luxury experience in a quintessential London neighbourhood."

Woods Bagot's team has significant experience of working on hotel design in the capital including its current appointment to design Firmdale Hotels' new development at Ham Yard in London's Soho.

Other projects also include the Trafalgar Hilton and Courthouse Doubletree on Great Marlborough Street in Westminster, and planning consent for 10 Trinity Square in the City of London.

**Ends**

## **About Woods Bagot**

Woods Bagot is a leading global architectural practice, with a team of over 500 architects, interior designers, urban planners and consultants across North America, Australia, Asia, Europe and the Middle East.

The firm provides its clients with innovative design solutions that are both functional and inspiring. This is demonstrated by the successful delivery of a range of high profile projects within the commercial workplace, hospitality, mixed-use, education and science sectors.

The firm's diverse portfolio of high-profile projects includes: 10 Trinity Square and Eversheds in London, Qatar's Science and Technology Park (QSTP), Melbourne's Convention and Exhibition Centre, Adelaide's City Central and the Nakheel Tower in Dubai.

With a 140-year legacy of design excellence, Woods Bagot is recognised with over 30 global awards, including AJ 100's International Practice of the year and the Asian Most Admired Knowledge Enterprise (MAKE) award.

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