



Press Release

Date 10 September 2007

Woods Bagot Appointed in Grosvenor House Apartments Conversion

International architectural firm Woods Bagot has today announced it has been appointed by SPARC Group Ltd (SPARC) as architect and lead consultant on the conversion of the Grosvenor House Apartments in Park Lane.

The Lutyens designed building, originally constructed between 1912 and 1918, will be transformed into a super-deluxe apart hotel. Construction is already underway on the conversion, and the project is expected to be completed towards the end of 2008.

“The Grosvenor House Apartments is a real icon of early 20th Century luxury in London,” said David Tregoning, Woods Bagot Director. “This is one of the most prestigious hospitality projects that Woods Bagot has been involved in to date, and we are committed to making it the very best, setting new standards for hospitality in London” David continues.

Grosvenor House Apartments is being developed by SPARC, the client representative for GHAL, in turn owned by Park Lane Properties Limited (PLPL). PLPL is the flagship property vehicle for leading Middle East investment managers, ADEEM Investments and The Investment Dar (TID).

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About Woods Bagot

International design practice **Woods Bagot** 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.

Established in 2001, Woods Bagot's London studio now has a dynamic team of 50. Since its inception, its young, integrated team has developed a diverse portfolio of significant projects including:

- Inacity Tower, Ducie Street, Manchester
- Liverpool Central Village
- Multiplex headquarters, London
- Rolls building, London

Notes to Editors:

For further information about Grosvenor House, PLPL and SPARC please contact:

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Grosvenor House Apartments

Grosvenor House Apartments is defined as levels 2-8 of the South Block of Grosvenor House, Park Lane, London.

Grosvenor House Apartments Ltd

UK Based operating company, Grosvenor House Apartments Ltd, is the leaseholder of the Grosvenor House Apartments.

Park Lane Properties Ltd

Based in Jersey, Park Lane Properties, is co-owned by Adeem Investments (Adeem) and The Investment Dar Company (TID).

SPARC Group Ltd

SPARC Group is an international Development Management company whose core business is to provide Development Management, Client Representation and Asset Enhancement consultancy services for project opportunities related to the real estate, property and infrastructure related markets.

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