

London Hotels: A Decade of Boutique Luxury

International architect WOODS BAGOT will display designs for four new, world class hotels in the UK's capital at MIPIM as London prepares for the 2012 Olympics.

In a decade where the World's focus will fall on London and the Olympics, the Capital's ability to deliver and compete as a high standard luxury location will also be scrutinised; Woods Bagot is leading the way with its work on some of the world's leading hotel projects.

Woods Bagot's latest project for Eccleston Square Hotel Holdings will transform two Grade II listed buildings into a 40 room luxury boutique hotel in the heart of London's Pimlico. Working with contractors, DIA Holding, the project will turn an existing hotel into a 5 star plus boutique luxury destination with the most advanced in-room technology to be found in the capital and will open to guests in May 2011.

New owners, Kop Properties, appointed Woods Bagot to restore 10 Trinity Square – one of London's most loved landmarks - to establish one of the finest hotels in the world with 121 bedrooms, spa and 30 apartments.

Woods Bagot has also been appointed to design Firmdale Hotels' new development at Ham Yard in London's Soho. This mixed use development will create Soho's first new public space for 100 years and incorporate a 92 bedroom hotel, 24 residential apartments, 12 retail units and a restaurant. The public square will be linked to the surrounding streets by restoring traditional pedestrian routes lost over time. The hotel is due to open to guests in summer 2012

Finally Woods Bagot's work with Park Lane Properties Ltd (PLPL) to convert the Lutyens designed Grosvenor House Apartments in Park Lane into a super deluxe apart hotel will also be completed this year. The 133 apartment apart-hotel with 4 luxury penthouses overlooking Hyde Park & Mayfair in one of London's heritage icons is expected to be completed in July 2011.

The projects above demonstrate the team's significant experience of working on hotel design in the capital. Other projects also include the design for a new destination bar for Mint Hotels at Tower Bridge, consisting of restaurant, city café, city bar and the sky lounge contained in a glass and steel box perched on the twelfth floor offering views over the river Thames and the Tower of London.

Rob Steul, Principal at Woods Bagot said;

“Over this decade London finds itself in a strong position to reaffirm its place on the map as a high end and luxury location and projects such as these will only cement this reputation. The excitement that is being generated by the Olympics is helping to draw London out of the gloom and it is leisure projects such as those we are working on which are leading the way.

“Each project draws on a different element of Woods Bagot's knowledge of hotel design. Whether it is the sympathetic restoration of a listed-building, re-assessing a famous brand, creating bespoke luxury, or the rare opportunity to contribute to the unique and varied fabric of Soho, one of the most vibrant parts of the city. We will create a dynamic new public square which draws on the character of Soho's street life making a genuine experience for visitors, residents and the public alike.”

To find out more about these projects and to speak with Woods Bagot's Interiors and Lifestyle teams visit its stand A11.

-ENDS-

For all further information, interview requests or images please contact:

John Williams, MHP

Tel. +44 (0)20 3128 8157; Mb. +44 (0)7930 508 296

Email John.williams@mhpc.com

About Woods Bagot

Woods Bagot is a leading global design practice, with a team of over 850 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 workplace, lifestyle, 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 was recognised with nearly 30 global awards in 2009, including AJ 100's International Practice of the year and the Asian Most Admired Knowledge Enterprise (MAKE) award. Last month the London Studio was chosen as one of the four finalists for the the Building Magazine "Architectural Practice of the Year"

[TO VIEW THE LATEST WOODS BAGOT NEWS AND PROJECTS VISIT WOODSBAGOT.COM](http://WOODSBAGOT.COM)