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The Doyle Collection unveils a third London hotel:

THE BLOOMSBURY HOTEL An elegant Georgian landmark in Bloomsbury

9th June 2009 - The Bloomsbury Hotel was unveiled today following a multi-million pound investment from The Doyle Collection. The imposing neo-Georgian listed building was originally designed as the headquarters for the YWCA by one of the country's greatest architects, Sir Edwin Lutyens. Under the skilled direction of The Doyle Collection, the hotel has emerged as a beacon of cool and calm in the heart of London, steps away from The British Museum and theatre-land with Covent Garden, Oxford Circus and Clerkenwell nearby.

Grand stone steps and original iron railings lead you into the large open space of the foyer. The original wooden framed sash windows have been retained giving a feeling of colonial luxury, yet the furniture layout is sparse and symmetrical, in keeping with the Lutyens design ethos. The furniture, a combination of the traditional and modern, is supplied by George Smith, B&B Italia, Porta Romana and PTT. Bespoke handmade rugs from the Rug Company soften the original herringbone timber floor, while three fanciful and bejewelled chandeliers add sparkle and glamour to the space.

The hotel is home to 153 stylish bedrooms spread across eight floors. From Standard rooms to the Luxury Suites, each has been designed using individually crafted products from talented designers around the UK, including case goods by PTT and fabrics by Fox Linton and Osborne & Little. The rooms exude a softness and richness achieved by Zoffany paint colours, whilst the design team has added a splash of unexpected colour in the cushions, lamps and arm-chairs. The Suites also boast fabrics by GP&J Baker and Andrew Muirhead Leather, alongside mohair covered armchairs and footstools from George Smith and lamps by Porta Romana. The resulting look is classically designed rooms showcasing the best of British and international contemporary pieces.

The Bloomsbury Hotel also boasts *Landseer British Kitchen*, named after the hotel's famous Victorian architect, Sir Edwin Landseer Lutyens. The restaurant has a shimmeringly intimate feel with low lighting and Mother of Pearl mosaics on the columns, reflecting light from the Foscarini hanging pendants. The custom-made furniture features

a mixture of round and square tables from Quinton Cavendish and leather chairs from B&B Italia. Consultant chef John Wood and Executive Head Chef Paul O'Brien have conceived a traditional British menu, featuring locally sourced produce. Guests can also enjoy a full range of drinks and cocktails as well as a specially created bar menu at the wood-panelled *Landseer Bar*. There will also be an outside terrace with street access for al fresco dining, from July 2009.

The Bloomsbury Hotel has a range of modern and traditional meeting and function spaces for a variety of conferences and events. The flagship conference rooms, George V and Queen Mary Hall are flooded with natural daylight and are able to cater for up to 320 people each. The Library, a listed room and restored to its original glory, offers an intimate space for private functions whilst the listed Chapel, with its original stone floors and new Waterford Crystal Chandeliers, can play host to civil ceremonies, which the hotel is licensed to perform. Alternatively, the newly introduced Heathcote, Monkton and Carnegie rooms present a modern alternative with catering for up to 18.

Rates start from £165 per room per night, for bookings please visit www.doylecollection.com or call 020 7347 1000.

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Note to Editors:

The Bloomsbury Hotel is a member of The Doyle Collection, a brand new and upscale hotel group that comprises eleven hotels in six cities around the world. These design-led properties provide chic boltholes for modern day travellers, as well as stylish bars and restaurants for local consumers. The unveiling of the UK collection commenced with the opening of The Marylebone Hotel, London, and The Bristol Hotel in February 2009. This followed with the opening of The Kensington Hotel in April 2009.

The Doyle Collection comprises:

The Westbury Hotel, Dublin

The Croke Park Hotel, Dublin

The Cork Hotel, Cork

The Marylebone Hotel, The Kensington Hotel & The Bloomsbury Hotel in London

The Bristol Hotel, Bristol

The Back Bay Hotel, Boston USA

The Dupont Hotel, The Normandy Hotel & The Courtyard by Marriott, Washington DC USA

For more information please visit: www.doylecollection.com

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