



THE BLOOMSBURY

LONDON

WINTER FESTIVITIES 2017/2018



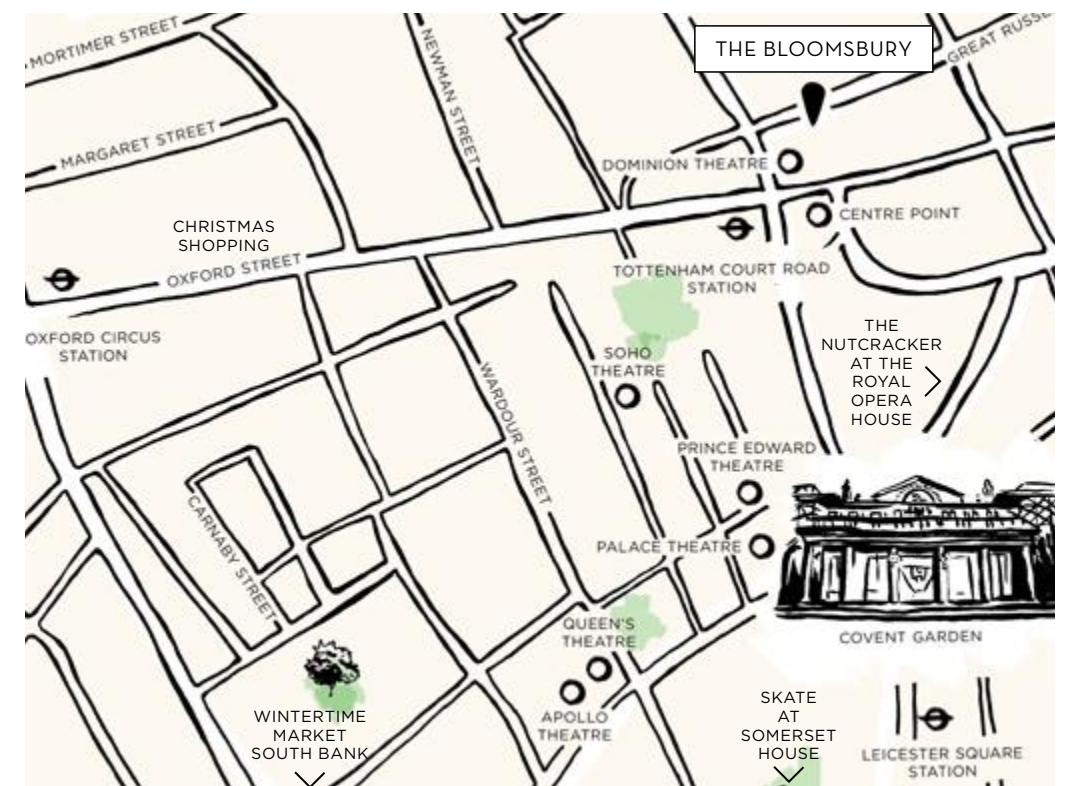
WINTER FESTIVITIES IN LONDON

With its lights and decorations, the carols and – maybe – the snow, London is a magical place in winter. However, it is not just for 25th December that the capital is lit up for the festivities.

At Halloween, prepare for revelers and outlandish costumes. Bonfire Night is a family affair as fireworks light up the city, while our American cousins' wholesome celebration of Thanksgiving is now a firm fixture on the calendar.

Then it's all about the lead-up to the main event, as the Christmas party season gets into full swing and the city comes alive with ice rinks and winter markets. The fun doesn't stop on Boxing Day. Sparkling parties abound on New Year's Eve; followed by the poetic sophistication of Burns Night; while Chinese New Year sees central London's Chinatown play host to an all-consuming parade and extravagant feasts.

LONDON IS A TRULY COSMOPOLITAN CITY, AND THAT MULTI-CULTURAL VIBE IS CELEBRATED THROUGHOUT THE TURN OF THE YEAR.



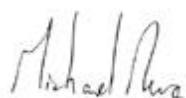
LET THE FESTIVITIES COMMENCE!

The Bloomsbury area has long held a reputation for good living. In the 1920s, it was the stronghold of The Bloomsbury Set, a clique of artists, writers and intellectuals, famous as much for their house parties as their creativity. Today that playful vibe remains – nowhere more so than at The Bloomsbury, where we invite you to channel those convivial traditions and enjoy your very own festivities this winter.

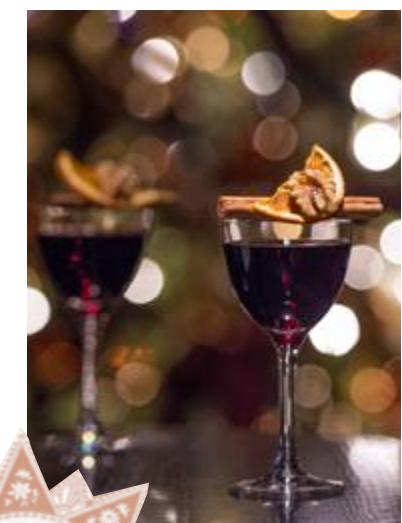
We are at the beating heart of central London – Theatreland, The British Museum, Soho and Covent Garden – The Bloomsbury is surrounded by a wealth of literary institutions, art galleries and antiquarian bookshops. This cultural heritage is reflected in the hotel's elegant Grade II-listed neo-Georgian architecture designed by the pre-eminent Edwin Lutyens. We like to think of the hotel as imposing yet welcoming, its stately appearance hinting at the stories that lie behind its regal walls.

Over the festive season, discover Bloomsbury Club Bar for a genial drinks party; enjoy large-scale feasting in The Queen Mary and The George V halls; or hire The Chapel or Library for more intimate dinners.

We invite you to make The Bloomsbury your home-from-home this winter, and welcome you to host your very own house party. Whatever your reason for celebrating – from Thanksgiving to Burns Night and beyond – you'll find The Bloomsbury at the heart of the action, and our wonderful staff ready and able to assist at every turn.



Michael Neve
General Manager





DALLOWAY
Terrace

DALLOWAY TERRACE

Available for private hire from festive breakfasts to dinners for up to 30 seated, enjoy our elegant, poetic and quintessentially English terrace named after the eponymous character created by Virginia Woolf.

Fully heated in winter, this charming destination restaurant and bar offers the peace and charm of a secluded, Narnia-like secret garden in winter, with hot chocolate cocktails flowing as guests wrap themselves in chic woolen blankets.

The venue has always been popular for its Afternoon Tea – visit this winter to discover a menu curated by Candice Brown, winner of The Great British Bake Off 2016.



BLOOMSBURY CLUB BAR

The discreet downstairs location, the plush leather armchairs and the atmospheric lighting all lend Bloomsbury Club Bar the air of a secret, 1920s gentleman's club.

Featuring a selection of rare and fine spirits, the golden age of cocktails is specially-celebrated, during the festive season.

Split into two areas, the bar's interior is reminiscent of a mahogany-panelled library, stacked with artwork and books synonymous with the Bloomsbury Set. The secluded, heated outside bar with its canvas of star lights is a twinkling grotto infused with a bohemian ambience.

On display during the festive season, a beautiful vintage-tailored tree will showcase our collaboration with local retailer, Thomas Farthing.

Perfect for pre- and post-dinner drinks, the outside of The Bloomsbury Club is also available for private hire.





THE SEAMUS HEANEY LIBRARY AND THE CHAPEL

Named after the late Nobel Prize-winning poet and playwright, who was a regular guest at the hotel, The Seamus Heaney Library nods to the celebrated literary heritage of our neighbourhood. Its exterior plays host to a series of poets' portraits, while the interior is lined with bespoke Lutyen's-designed spiderback chairs and original books from the 1930s.

The Chapel, designed by Edwin Lutyens, is a spectacular yet intimate hall, with double-height ceilings and original architectural features, providing a reception or dining venue with real character.

Both spaces are available for private hire, and are perfect for dinners for up to 30 guests or cocktail parties for up to 45 guests.

THE QUEEN MARY HALL AND THE GEORGE V HALL

With its exquisite original features, lofty ceiling-height, beautiful Waterford Crystal chandeliers and separate bar area, the Queen Mary Hall brings a real 'wow' factor to festive dinners for up to 130 guests.

Meanwhile, the equally extravagantly appointed George V Hall harnesses a similarly stately feel, with space for up to 130 seated guests. It makes for an unusually large venue for such a central location in London - perfect for large-scale banquets and feasts to celebrate the season in spectacular style.





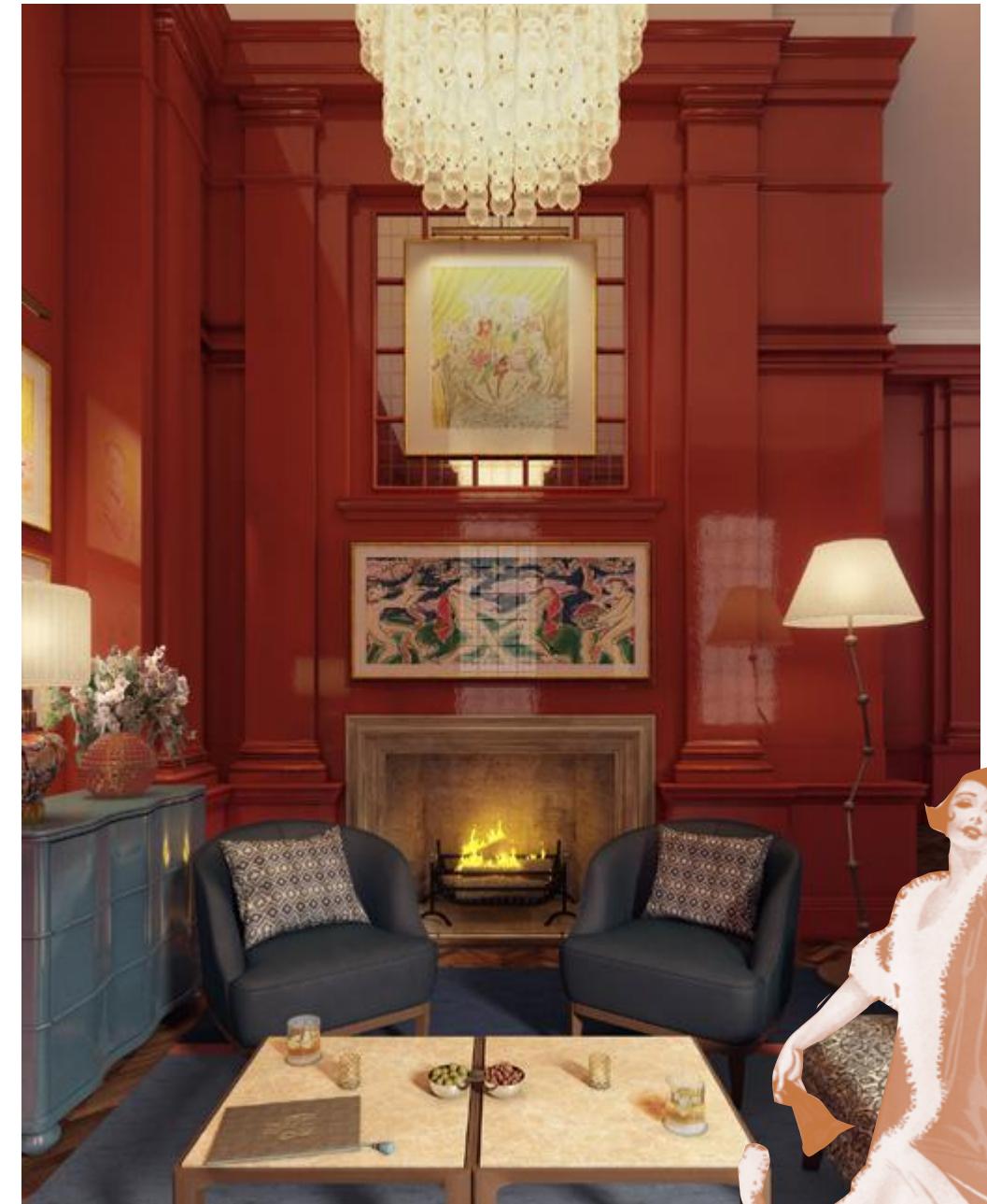
FESTIVE AFTERNOON TEA

The spirited legacy of the Bloomsbury Set lives on in our quintessentially English terrace. Heated during winter, Dalloway Terrace boasts the charm of a secluded garden, with woollen throws to snuggle into, lending further tranquility from the busy streets. This winter, a festive Afternoon Tea at Dalloway Terrace will feature a menu curated by Candice Brown, winner of last year's Great British Bake Off. Expect deliciously indulgent cakes and baked treats, it is Christmas, after all...

dallowayterrace.com



DALLOWAY
Terrace



CHRISTMAS CELEBRATIONS

From rousing parties for friends or colleagues, to Christmas Day lunch or dinner, our festive menus celebrate the best of seasonal food. This winter, you can choose to start or end your party in The Coral Room (pictured), our exciting new bar opening in Winter 2017.

In the lead up to Christmas, our festive banqueting menu is traditional in its make-up yet far from predictable. Cue locally-sourced Berkshire Copas turkey, Wiltshire ham, cinnamon-spiced duck breast and honey glazed Kentish vegetables. For starters, the salmon is oak-smoked and served with caviar; the pumpkin soup comes with black truffle; there's venison carpaccio with roasted fig; and the gravadlax is gin-cured. And yes, there will be delicious mince pies.

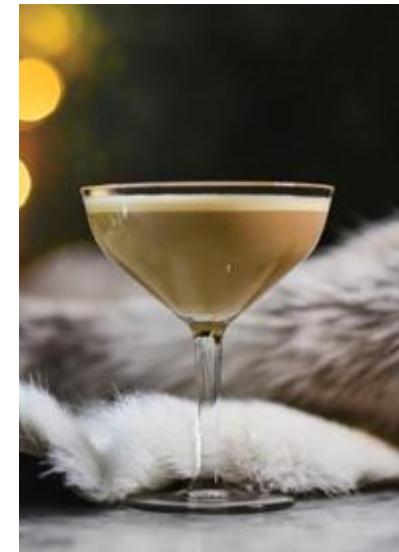
Meanwhile, for larger gatherings, our impressive bowl food menu and festive-themed canapés will keep the party going.

To book your Christmas party or Christmas Day celebration, please contact us on:

thecoralroom.co.uk

“ONE
CANNOT
THINK WELL,
LOVE WELL,
SLEEP WELL,
IF ONE HAS
NOT DINED
WELL.”

Virginia Woolf



IT'S NEW YEAR'S EVE!

Celebrating New Year in the heart of London is always special; the area around and within The Bloomsbury will be abuzz with festive fervour. Soho and Covent Garden, just a stone's throw away, make for a convivial start to the evening, while it's a lively stroll to the street parties of Trafalgar Square and the epicentre of the celebrations, Big Ben. Take in the fireworks on the Thames, lap up the colourful atmosphere and then return to your London home for more festive cheer – we'll have a nightcap waiting for you.

A POETIC BURNS NIGHT

In keeping with the hotel's literary connections, Bloomsbury Club Bar will be marking the celebration of the legendary Scottish poet, Robert Burns on 25th January. Guests will be treated to a selection of Scottish cocktails, produced in partnership with one of Scotland's most renowned whiskies. While that should be enough to keep spirits high, there'll also be live music, along with a carving station of Scottish smoked salmon and Aberdeen Angus beef. Sláinte!

To book your table for New Year's Eve or Burns Night, please contact us on:

T: +44 (0)20 7347 1241

E: bloomsburyevents@doylecollection.com



STAY WITH US

The Bloomsbury sits amid a historic literary heartland, its heritage reflected in the Grade II-listed neo-Georgian architecture of Edwin Lutyens' magnificent building. This iconic building is at once imposing yet familiar, striking yet welcoming.

A unique blend of period charm, contemporary chic and understated glamour defines the hotel's aesthetic from the minute you arrive through the new fireplace-lit sitting room continuing through to its rooms and suites.

Being just moments from The British Museum, West End shows, Covent Garden and an array of independent tailors and antiquarian bookstores, means The Bloomsbury is perfectly-placed for a cultural escape or family break - not least because this is that rare hotel that manages to balance looking after the kids with pleasing the parents. How? There's complimentary meals for kids under five; milk and cookies before they go to bed and adjoining suites and rooms.

To enquire about staying with us,
please contact our reservations team:

T: + 44 (0)20 7969 3915

E: bloomsbury@doylecollection.com



CONTACT US

For further details, information or to arrange a show-round please contact the events team:

T: +44 (0)20 7347 1241
E: bloomsburyevents@doylecollection.com

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🐦 @HotelBloomsbury
🌐 /TheBloomsburyHotel

FESTIVE GIFT CARDS

If you'd like to treat a friend, loved one or business associate to an indulgent escape or dining experience, we are pleased to offer Doyle Collection Gift Cards to the value of your choice.

Available to use in any of our Luxury and Urban hotels in the UK, Ireland and USA, our gift cards cover anything from afternoon tea to a luxurious weekend away.

For more information about our Festive Gift Cards, please contact us on
E: bloomsbury@doylecollection.com
W: doylecollection.com/gift-cards

