

HOTELS CURATED BY ARTISTS, ADORED BY ART LOVERS

art'otel is a contemporary collection of art-inspired premium lifestyle hotels, where creativity shapes every stay.

Each property is dedicated to a Signature Artist, whose work brings the spaces to life – from bold public areas to immersive guest rooms and vibrant destinations for dining and socialising. Every detail is designed to be discovered. The brand is built on a framework of carefully curated quality standards, offering the flexibility to create a truly individual expression in each location, while delivering strong performance and value for owners.



Signature elements

- An upper upscale lifestyle brand with luxury touches, offering inspired, creative environments
- Striking, contemporary design, elevated through collaboration with each hotel's Signature Artist
- art'beat – a dynamic cultural programme connecting guests with local creative communities through exhibitions, events, tours and workshops
- Award-winning destination restaurants and bars that attract both guests and city locals
- Seamless, digital guest journeys via e-concierge, including mobile check-in/out, digital room keys, live chat, in-room ordering and curated experiences
- Global reach and recognition through Radisson Hotel Group, providing access to advanced technology, worldwide distribution and loyalty programmes



AMSTERDAM

BERLIN

COLOGNE

LONDON (2)

ROME

ZAGREB

OUR GROWING PORTFOLIO



art'otel Rome
Via Veneto
Opened March 2025



art'otel London Hoxton
Opened April 2024



art'otel Zagreb
Opened October 2023



art'otel London Battersea Power Station
Opened December 2022



art'otel Amsterdam
Opened 2013

Core brand standards

- Central urban locations within cosmopolitan cities where modern art matters
- Signature Artist
- Ranging between 100 to 400+ rooms
- Average standard bedroom size of 28 sqm, with a selection of larger rooms, studios and suites
- Approximately 55 sqm GIA gross ratio
- Destination bar and restaurant
- Flexible meeting and event space with breakout areas
- Multi-changing art gallery and exhibition space, with curated events
- In-house gym
- Separate studio space within gym area

Site specific standards

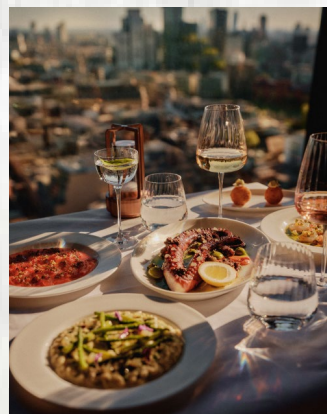
- Spa and wellness area including swimming pool
- Parking
- External spaces, including rooftop bars

PPHE HOTEL GROUP

About PPHE Hotel Group

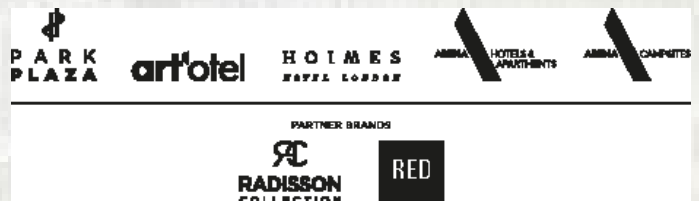
PPHE Hotel Group (PPHE) is an international hospitality real estate group with a Premium Listing on the Main Market of the London Stock Exchange managing a £2.2bn+ property portfolio.

PPHE focuses on developing upper upscale and lifestyle hotels in key European cities, with its portfolio consisting of freehold and long leasehold assets within Europe. PPHE aims to deliver a best-in-class performance through building and deepening its real estate portfolio while growing its hospitality management platform through its 'Buy, Build, Operate' model.



Our portfolio and brands

We have a strong prime real estate portfolio consisting of 50 properties and eight campsites in operation and under development. To drive our commercial success, we work with a select number of owned and partner brands including those of Radisson Hotel Group which we leverage for their brand recognition across the different market segments, powerful reservation and distribution systems and reward programmes. These brands include art'otel, Park Plaza, Holmes Hotel London, Arena Hotels & Apartments, Arena Campsites as well as our partner brands, Radisson Collection and Radisson RED.



Why PPHE Hotel Group?

- Proven track record of establishing and operating vibrant hotels, allowing for individual attention
- Well established hotel operator in Europe, including key cosmopolitan cities and new urban areas
- Expertise in destination restaurants and bars
- Flat management structure for swift decisions and hands-on approach
- Strong performance track record
- Strategic brand partnerships with Radisson Hotel Group, which is part of the 2nd largest hotel group in the world

Interested in becoming our partner? Get in touch today.

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