



UNIQUE
LIFESTYLE
BRAND

**BE BOLD.
BE CREATIVE.
BE ORIGINAL.**

art'otel is a contemporary collection of premium arts and lifestyle hotels, designed to deliver a distinctive guest experience. Each art'otel has a Signature Artist whose works ensure the public spaces, guest rooms and restaurants have infinite details for guests to discover and delight in. The brand is curated with signature quality standards that provide flexibility, a bespoke fit for your property and drive owner returns.

- Premium lifestyle brand with 4 and 5-star properties providing inspired, creative spaces
- Contemporary and edgy design ethos enhanced by each hotel's Signature Artist
- art'beat - a rich art programme which incorporates local communities into the guest experiences with art tours, classes and lifestyle events
- Acclaimed destination restaurants and bar brands for guests and city locals
- Enhanced guest interaction with the Wonderpass App which includes online check in/out, digital room-access keycards, live chat, online food/amenities ordering and games
- art'otel is marketed through the Radisson Hotel Group, benefiting from powerful technology, global distribution and membership rewards programmes



art'otel

■ Amsterdam ■ Berlin ■ Cologne ■ London (2 hotels) ■ Rome ■ Zagreb

Our growing portfolio

art'otel Rome Piazza Sallustio

Opened March 2025



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

art'otel Zagreb

Opened October 2023



Site specific standards

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

art'otel London Battersea Power Station

Opened February 2023



art'otel Amsterdam

Opened 2013



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 51 properties 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.



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PARTNER BRANDS

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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.

Rachel Thomas
E: rthomas@pphe.com
T: +44 20 8938 4368
pphe.com

