

Press Release

Next phase of construction of world-class luxury lifestyle art'otel london hoxton set to commence

01 April 2019: art'otel london hoxton, a key opening for the art'otel collection of luxury lifestyle hotels located across Europe, is progressing its pre-opening construction timetable, with a hotly anticipated opening set for 2023. Fusing architectural style and art-inspired interiors, art'otel london hoxton will become the gateway to the cultural hubs of Hoxton and Shoreditch and is part of a £180 million development project that houses original Banksy artworks, which will be preserved and displayed for public viewing upon opening.

Following amended planning consent, the next phase of construction is expected to commence summer 2019 on the 27 floor-build, which will consist of 343 guest rooms and suites alongside five floors of office space.



The top floors will offer a lounge, bar, gym and destination restaurant, all boasting dazzling skyline views. The lower ground levels will be reserved for gallery space and will play host to a rotating calendar of exhibitions, as well as cultural and artistic events supporting established and emerging talent at a local, national and international level. The ground floor will be used for hotel and separate office entry with escalators leading to a mezzanine for the reception and second restaurant. Four floors will be connected to the property and will comprise the back of house kitchen, gym, pool and sauna.

Art has, and always will be at the heart of the contemporary brand, which redefines the traditional guest experience by encouraging visitors, residents and guests to live, work and breathe the creative, artistic process. art'otel london hoxton takes its artistic direction from a soon-to-be appointed interior designer and signature artist, who together will design and curate a collection of works that will



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be exclusively exhibited throughout the property, including the guest bedrooms, public spaces and gallery. The designs will reflect the cultural influences of Hoxton and its vibrant community.

Boris Ivesha, President & Chief Executive Officer at PPHE Hotel Group, commented: "We are delighted to be expanding our pre-opening works for this flagship project and bring our wholly owned art'otel brand to an area of London which is known to be a leading cultivator of arts and cultural programmes at a global level.

"Working with the local and art community will be one of our main priorities and we are already committed to the gallery being open to the public for free use throughout the year. We are looking forward to creating long term value for the brand and to see art'otel london hoxton join art'otel london battersea power station and the recently announced New York City project which will be first art'otel outside of Europe."

New York City reflects the vision of the brand's development strategy to secure real estate opportunities in prime locations. In an enviable position in West Chelsea, the space will overlook the renowned High Line and is a short walk from the Meatpacking District, Penn Station, Madison Square Garden and Hudson Yards; the biggest private real estate development in the US which opened in March 2019. The neighbourhood is famed for art galleries and collections and so the opening of 98 guestrooms and 55 residential condominium units, expected 2023, will perfectly complement the community's artistic core.

art'otel london battersea power station is progressing with its pre-opening programme within the globally recognised landmark, Battersea Power Station. Circus West Village (Phase 1) with its independent restaurants, bars and shops and the Power Station Chimney Works (Phase 2) have now been completed with Electric Boulevard (Phase 3) underway. The 160 plus guestrooms, skyline views and curated gardens, gallery and destination restaurant and bar overlooking the iconic chimneys, is expected to open 2022.

art'otel london hoxton supports the development vision of the brand owner, PPHE Hotel Group, and its strategy to develop real estate where it believes there is significant upside potential to drive growth and long-term value through both its property portfolio and operations. The art'otel development pipeline continues to build on the brand's successes in Amsterdam, Berlin, Cologne and Budapest.

For more information, visit www.artotels.com.

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For further details please contact Laura, Ben or Sarah on pphe@lucre.co.uk or call 020 8741 5900.

Notes to editors

About art'otel®

art'otel is a vibrant hotel brand which fuses art and life. With a powerful combination of world-class art and best-in-class service, art'otels offer a hotel experience like no other. art'otel aims to set the standard for the future of hospitality by opening guests' minds to new experiences and challenging perceptions of what a hotel is and should be. Each art'otel is linked to a dedicated signature artist. The art'otel collection consists of five hotels located in some of Europe's most cultural cities, including art'otel amsterdam which opened in September 2013, and the brand's signature artists include Warhol, Baselitz, Sultan and SEO among others. art'otel is fully owned by PPHE Hotel Group PPHE Hotel Group which is an international hospitality real estate company, with a £1.6 billion portfolio of primarily prime freehold and long leasehold assets in Europe. The Group is one of the largest owner/operators of hotels in central London and its property portfolio comprises of 38 hotels and resorts in operation, offering a total of approximately 8,800 rooms and 8 campsites, offering approximately 6,000 units. The Group's development pipeline includes two new hotels in London and one in New York City which are expected to add an additional 600 rooms by the end of 2022/2023. PPHE Hotel Group's shares are admitted to trading on Main Market of the LSE (Premium Listing). Visit www.artotels.com for further information; follow @artotel on twitter or like art'otel on facebook to keep up to date with the latest art'otel news.



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