

**PPHE HOTEL GROUP LIMITED**  
("PPHE", the "Company" or the "Group")

**art'otel London Battersea Power Station official launch date confirmed**

PPHE Hotel Group, the international hospitality real estate group which develops, owns and operates hotels and resorts, is pleased to announce that art'otel London Battersea Power Station, the Group's first UK managed art'otel, will open its doors to guests on 12 December 2022, with the highly anticipated full launch in February 2023.

The hotel will be operated by PPHE's hospitality management platform under a management agreement. The Group's management platform is fully scalable and designed to grow through managing fully or jointly owned real estate, providing best in class revenue management and a flexible contract structure for asset owners.

The hotel's launch is expected to bring further energy to the recently launched and groundbreaking Battersea Power Station neighbourhood, offering a one-of-a-kind hotel experience that fuses art, design and hospitality with never-before-seen views particularly from the highly anticipated rooftop bar, heated infinity pool and hot tub located on the 16<sup>th</sup> floor.

The 164-bedroom hotel will be located within Battersea Roof Gardens, a new building forming a key part of Electric Boulevard: a collection of buildings comprising homes, offices and a new pedestrianised high street which sits to the south of the iconic Power Station. Interiors have been designed by art'otel's award-winning Signature Artist Jaime Hayon, using his renowned bold, colourful and playful aesthetic style. The hotel features original art displayed from Hayon, with interiors inspired by the Power Station's history and heritage, as well as its future at the centre of a new cultural district and neighbourhood for London.

Facilities at art'otel include a gym, spa with sauna and steam room, six creative meeting and event spaces, and the TOZI Grand Cafe, with its very own art gallery. The gallery will be open to the public, and will showcase works from Hayon alongside a calendar of unmissable exhibitions, plus a series of cultural and artistic events supporting both emerging and established artists. In February 2023, the hotel will launch JOIA, a new skyline destination restaurant and bar created by Michelin-starred Portuguese chef Henrique Sá Pessoa.

This is the first of several new art'otels scheduled to open in London, Rome and Zagreb (Croatia). art'otel London Battersea Power Station will be joined by art'otel London Hoxton in early 2024.

**Boris Ivesha, President & Chief Executive Officer, PPHE Hotel Group said:**

"We are very pleased to confirm the official opening date of our first UK art'otel, in the highly anticipated new Battersea Power Station neighbourhood in London. Operating under a management agreement and utilising our best-in-class, scalable operating platform, the hotel will be a first-of-its-kind in many respects, and we expect demand to be high. We look forward to welcoming guests very soon."

**Enquiries:**

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## **Notes to Editors**

### **About PPHE Hotel Group**

PPHE Hotel Group is an international hospitality real estate company, with a £1.8 billion portfolio, valued as at December 2021 by Savills and Zagreb nekretnine Ltd (ZANE), of primarily prime freehold and long leasehold assets in Europe.

Through its subsidiaries, jointly controlled entities and associates it owns, co-owns, develops, leases, operates and franchises hospitality real estate. Its primary focus is full-service upscale, upper upscale and lifestyle hotels in major gateway cities and regional centres, as well as hotel, resort and campsite properties in select resort destinations.

PPHE Hotel Group benefits from having an exclusive and perpetual licence from the Radisson Hotel Group, one of the world's largest hotel groups, to develop and operate Park Plaza® branded hotels and resorts in Europe, the Middle East and Africa. In addition, PPHE Hotel Group wholly owns, and operates under, the art'otel® brand and its Croatian subsidiary owns, and operates under, the Arena Hotels & Apartments® and Arena Campsites® brands.

PPHE Hotel Group is a Guernsey registered company with shares listed on the London Stock Exchange. PPHE Hotel Group also holds a controlling ownership interest in Arena Hospitality Group, whose shares are listed on the Prime market of the Zagreb Stock Exchange.

### **About art'otel**

art'otel, powered by Radisson Hotels, is a contemporary collection of premium lifestyle hotels, each inspired by a Signature Artist, forming a cultural, gastronomic and social hub in the most creative areas of the most interesting cities, filled with warm, welcoming, helpful team members and discerning, cosmopolitan guests, buzzing with life all year round, in buildings as striking and individual as the stunning art they host.

art'otel London Battersea Power Station will be the UK's first art'otel, with art'otel London Hoxton following in 2024.

art'otel's entire concept focuses on original art displayed from Signature Artists and at art'otel London Battersea Power Station Jaime Hayon, who is also the hotel's interior designer, has been selected bringing a bold, colourful and playful aesthetic to the hotel's guest rooms and public areas.

art'otels can be found in Amsterdam, Berlin, Budapest, Cologne and soon in Hoxton London, Rome and Zagreb.

For more information about art'otel London Battersea Power Station, please visit:

[www.artotellondonbattersea.com](http://www.artotellondonbattersea.com)

Follow @artotel to keep up to date with the latest news and events.

### **Company websites**

[www.pphe.com](http://www.pphe.com)

[www.arenahospitalitygroup.com](http://www.arenahospitalitygroup.com)

### **For reservations**

[www.parkplaza.com](http://www.parkplaza.com) | [www.artotel.com](http://www.artotel.com) | [www.arenahotels.com](http://www.arenahotels.com) | [www.arenacampsites.com](http://www.arenacampsites.com)