

PRESS RELEASE

**BROWN'S HOTEL IN DESIGN BLOOM
CELEBRATING THE NEW GROUND FLOOR REFURBISHMENT**

Brown's Hotel has unveiled the new British springtime-inspired floral front hall. Since opening in 1837, London's first hotel has always been at the forefront of design and, in this latest unveiling, Olga Polizzi, Director of Design for Rocco Forte Hotels pays homage to Brown's British heritage and illustrious legacy through the exquisite décor and ornately crafted patterns of its new reception area.

The piece de la resistance of the new front hall is the hand painted wallpaper featuring whimsical wisteria, created exclusively for Brown's by renowned British Interior Designer and Artist, Adam Ellis.

Olga Polizzi, the brainchild behind the design process expressed: *"I wanted to convey the quintessential English garden feel in a fun and playful way. The oversized Wisteria, the bright colours and strong patterns are an ode to spring in the United Kingdom and make the front hall interesting and joyful."*

The harmonious palette of blue and mint green hues combine to create a calming, residential-styled space in which to welcome guests to their home from home. The new front hall also features a signature belvedere glass roof that allows natural daylight to cascade into the centre of the space. Olga Polizzi says: *"The new Belvedere glass roof has flooded the reception with light and added a sudden skyward view whilst the concierge team now have their own reserved area where they can attend to guests in private."*



Stuart Johnson, Managing Director of Brown's Hotel, is thrilled by the stunning new design: *"Olga Polizzi triumphs once again in completing the final piece of the jigsaw of remodelling the entire ground floor with an opulent space and feeling of a walk through an English country garden"*.

The new front hall follows a larger restoration of Brown's. The signature Donovan Bar exudes luxury with rich green velvety tones and the restaurant Beck at Brown's boasts playful foliage patterns. Both spaces were renovated in 2018, and collectively furnish a stunning new look for the entire ground floor.

The front hall celebrates a fresh new approach to welcoming guests whilst continuing Brown's legacy of being London's original luxury hotel for over 180 years.

-Ends-

Notes to Editors:

Brown's Hotel

Brown's Hotel, quintessentially British with a hint of the unexpected. London's first hotel boasts 115 authentically-designed rooms and suites designed by Olga Polizzi each plays tribute to the hotel's illustrious heritage and world-renowned charm. The Kipling Suite, the jewel in Brown's crown of suites, honours Rudyard Kipling who famously wrote 'The Jungle Book' at the hotel. Home to some of London's finest dining experiences, Brown's signature Donovan Bar takes inspiration from its namesake, iconic 1960's photographer Terence Donovan; Beck at Brown's, the restaurant, serves seasonal Italian fare by renowned three Michelin-starred chef Heinz Beck; and The English Tea Room, where Queen Victoria took tea, honours the



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quintessentially British custom of serving traditional afternoon tea. Welcome to Brown's Hotel. Where history endures and the legacy continues.

www.roccofortehotels.com/browns-hotel

Hotel press contact:

Aria Gianquitto, PR Manager at Brown's Hotel

Email: Agianquitto@roccofortehotels.com

Bronwen Batey, Regional Director of Marketing for Brown's Hotel and The Balmoral

Email: bbatey@roccofortehotels.com

Rocco Forte Hotels

Established by Sir Rocco Forte and sister, Olga Polizzi in 1996, Rocco Forte Hotels is a collection of 12 individual hotels and resorts. All of the hotels are landmarks, both old and new, occupying magnificent buildings in exceptional locations. Led by a family who has been in hospitality for four generations, the hotels are united by their distinctive approach to service ensuring guests experience the best of the cities and surrounding areas.

Rocco Forte Hotels comprises: Hotel de la Ville & Hotel de Russie, Rome; Hotel Savoy, Florence; Verdura Resort, Sicily; Masseria Torre Maizza, Puglia; The Balmoral, Edinburgh; Brown's Hotel, London; The Charles Hotel, Munich; Villa Kennedy, Frankfurt; Hotel de Rome, Berlin; Hotel Amigo, Brussels; Hotel Astoria, St Petersburg.

Future opening: Shanghai in 2019

roccofortehotels.com



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Media Enquiries:

Natalie Rucellai, Group Communications Director, Rocco Forte Hotels

Email: nrucellai@roccofortehotels.com

Daniela Moore, Group Communications Manager, Rocco Forte Hotels

Email: dmoore@roccofortehotels.com