

BROWN'S HOTEL CELEBRATES MAYFAIR ART WEEKEND WITH THE RETURN OF ITS DISTINGUISHED ART WALKS



September 2020: Brown's, a Rocco Forte Hotel is pleased to be the official hotel partner, once again for this year's Mayfair Art Weekend (MAW), a position it has proudly held for several years.

This annual celebration, usually a summer occurrence, will take to the streets this autumn, by presenting an October edition to re-engage with visitors and bring back life to Mayfair's art and cultural scene. From **Friday 2 – Sunday 4 October 2020**, with a late night viewing until 8pm on the Friday, an extended programme of events will be available throughout October including the inaugural Mayfair Sculpture Trail.

To add to the buzz of Mayfair Art Weekend, Brown's signature Art Walks are to return by popular demand, hosted by renowned curator, BBC Art Correspondent and gallery owner, Maeve Doyle. With the first one on **Saturday 3 October**, guests are in for a real treat and exploration as they navigate through Mayfair's galleries.

Art enthusiasts are invited to stay at Brown's Hotel and enjoy the Mayfair Art Lovers Weekend accommodation package from £390, including a guided tour led by MAW Director Cherie Silver. Those also visiting Brown's in October, open to both resident and non-resident, will get to experience a distinctive '**Artisan**' menu available during both lunch and dinner at Charlie's and The Donovan Bar, celebrates with an art-inspired cocktail, named **The Naughty Corner**.

The Drawing Room at Brown's Hotel showcases a rotation of different artists against the stunning backdrop of the original wood panelling and in time for Mayfair Art Weekend, will witness a beautiful collection of paintings by **Gennadii Gogoliuk** from the **John Martin Gallery**.

Guests will be encouraged to take part in the, '**Brown's Trail**'. This two hour trail will take visitors to the galleries on Dover and Albemarle Streets, regarded as the most densely populated gallery streets in the world. Along these streets many of the fashion houses, feature



BROWN'S HOTEL
LONDON
A ROCCO FORTE HOTEL



art too, such as the paintings by **Eleanor Johnson** proudly hanging up in Paul Smith's flagship store at number 9 Albemarle Street.

Mayfair Art Lovers Weekend

To take advantage of this package, please quote **MAYFAIRART2020** at the time of booking

To book, please contact reservations via bro-reservations@roccofortehotels.com or + 44 (0)20 7493 6020

Package includes:

- A 20% reduction off the best published rate
- Breakfast for two at Charlie's or in the comfort of your room or suite
- Full access to Mayfair Art Weekend, including a guided tour led by Project Director Cherie Silver, of Mayfair Art Weekend
- Includes use of the hotel gym
- Complimentary Wi-Fi

Terms & Conditions

- Valid: 01.10.20 – 31.10.20
- Subject to availability, valid for Executive Rooms and above
- Cancellation policy: by 1pm one day prior to arrival

From £390

Brown's Art Walk experience is open to both residents of Brown's and non-residents.

The cost is £85 per person and includes:

- Tea or coffee in the Drawing Room at Brown's upon arrival (10.30am - 11am)
- Tour of up to three/four galleries and one auction house in the surrounding Mayfair area, guided by Maeve Doyle
- Returning to Brown's, guests will receive a welcome glass of champagne followed by a three-course lunch with a glass of Sommelier's choice wine each (from 1pm) at Charlie's

Forthcoming 2020 Art Walk Tour dates include: Saturday 07 November and Saturday 05 December

Please note, guest numbers are limited to 5 per Art Walk Tour (due to current government regulations of gatherings of no more than 6). Advance booking is recommended. To book a place on one of the Art Walk

Tours, please contact Brown's Reservations on +44 (0) 207 518 4172 or email reservations.browns@roccofortehotels.com

Participating Galleries (Mayfair Art Weekend)

Annely Juda Fine Art
BASTIAN
Cardi Gallery
Carpenters Worskhop Gallery

Gazelli Art House
Hauser & Wirth
JD Malat Gallery
John Martin Gallery

Paul Smith Interiors
Richard Saltoun Gallery
Robilant + Voena
Simon Lee Gallery



BROWN'S HOTEL
LONDON

A ROCCO FORTE HOTEL



Cris Contini Contemporary
D Contemporary
Future Icon
Gagosian Grosvenor Hill
Gagosian Davies Street
Galerie Max Hetzler
Galleria Lorcan O'Neill Roma

Luxembourg & Co.
Marlborough Gallery
Mazzoleni Art
Michael Werner
Mimosa House
Olivier Malingue
Opera Gallery

The Mayor Gallery
Timothy Taylor
Unit London
Waddington Custot
48 Brook Street

About Mayfair Art Weekend

Mayfair Art Weekend celebrates the diverse offering of this internationally renowned, vibrant hub of creativity and craftsmanship; where the worlds of art, fashion and luxury sit side by side. Each year, Mayfair Art Weekend partners with a host of art galleries in the area to offer an extensive programme of FREE exhibitions, walking trails, events, performances, talks and tours across Mayfair.

www.mayfairartweekend.com

- ENDS -

Notes to editors:

Brown's Hotel

Brown's Hotel is 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; Charlie's, the restaurant, serves contemporary British fare with European influences; and The Drawing Room, where Queen Victoria took tea, honours the 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:

Lindsay Bonsall, PR & Communications Manager for Brown's Hotel

Email lbonsall@roccofortehotels.com

About 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 and Hotel Astoria, St Petersburg. Future openings: The Westbound Hotel, Shanghai and Villa Igiea, Palermo in 2020

www.roccofortehotels.com

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