

## FIRST INTERIOR IMAGES UNVEILED OF ART'OTEL LONDON BATTERSEA POWER STATION

- London's first art'otel to open at Battersea Power Station later this year
- New images showcase colourful interiors by award-winning Spanish artist and designer, Jaime Hayon

14<sup>th</sup> June 2022



*CGI of the Masterpiece Suite at the art'otel London Battersea Power Station*

Images of London's first art'otel have today been unveiled ahead of its opening at Battersea Power Station later this year.

Award-winning Spanish artist and designer, Jaime Hayon, has been appointed as the interior designer and Signature Artist for this art-inspired, boutique lifestyle hotel and his designs can be seen for the first time in new imagery of the guest bedrooms and public areas released today.

The first art'otel to open in the UK will be located within Battersea Roof Gardens, a new building designed by Foster + Partners 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. The 164-bedroom hotel will feature a new skyline destination restaurant and bar, rooftop swimming pool, as well as a gym, spa, event facilities, a Grand Café and Art Gallery. Progress on the hotel's construction is nearing completion, with the guest rooms, bar and restaurant now being fitted out.

Hayon's designs are 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. The guest bedrooms showcase a bold and colourful palette while art plays a key role in the wider design concept of the hotel. Hayon is one of the most acclaimed designers worldwide, with work showcased at high-profile galleries and exhibitions including London's Design Museum, High Museum in Atlanta, Daelim Museum in Korea, Groninger Museum in the Netherlands and Design Museum Holon in Israel.

**Jaime Hayon, Founder of Hayonstudio, said:**

*"I was very excited at the opportunity to develop the interior design for a London hotel project at Battersea Power Station, which is set to become a new hub for art and creativity. The leading role of art at art'otel London Battersea Power Station makes this a unique prospect to explore the interaction between art, product and interior design and I look forward to creating something truly special in this iconic central London location."*

**Simon Murphy, CEO of Battersea Power Station Development Company (BPSDC), said:**

*"2022 is an incredibly exciting year for Battersea Power Station as we prepare to open the Grade II\* listed Power Station and Electric Boulevard to the public from September. The art'otel plays an integral role in the vibrant new riverside neighbourhood we're creating. Once the hotel is open later this year, it will be a unique place to stay and dine with its stunning rooftop swimming pool overlooking the Power Station's famous four chimneys and art inspired Hayon interiors."*

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

*"Jaime Hayon's diverse expertise made him an obvious choice when selecting a designer for this exciting new hospitality and arts venue which sits at the heart of a new cultural quarter for London. Hayon is an exciting, internationally acclaimed artist whose designs sit outside of the typical hospitality mould, reflecting the distinctive energy of the art'otel brand. His vision will perfectly complement the architecture of Foster + Partners, making this a centre of design excellence."*

The restoration of the Power Station is nearing completion, with residents now living inside the Grade II\* listed building and new retailers, including Ralph Lauren, Ray-Ban, Lacoste and Calvin Klein, announcing they will be opening their doors from September. Once open to the public, Battersea Power Station will house over 100 shops, bars and restaurants, a luxury boutique cinema as well as unique events and leisure spaces, including the chimney lift experience. The glass elevator will transport visitors 109m up inside one of the Power Station's iconic chimneys before they emerge at the top to enjoy unrivalled 360 degree views of the capital's skyline. Residents and visitors to Battersea Power Station will be able to enjoy numerous new green and open public spaces, including the recently opened six-acre Power Station Park, which sits directly in front of the building on the banks for the river.

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# PRESS RELEASE

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With the Northern Line now extended to give this new neighbourhood its very own Zone 1 London Underground station, Battersea Power Station draws Londoners, international visitors and workers from across the capital with journey times to the West End and the City taking approximately 15 minutes. It will be one of the go-to places for South West London, boosting the local economy and creating over 17,000 jobs.

Circus West Village, the first chapter in the regeneration of Battersea Power Station, is already home to over 1,700 residents and a number of bars, restaurants, cafés and fitness and leisure offerings including Japanese patisserie Kova, Fiume, an Italian restaurant by Francesco Mazzei, wine bar Vagabond, The Turbine Theatre and Archlight Cinema. The thriving riverside neighbourhood welcomes three million people on average each year thanks to its annual events programme. Recent highlights include the Light Festival, The Winter Village and Summer Showtime on The Coaling Jetty, London's first open-air cinema and theatre experience.

For more information about art'otel London Battersea Power Station, please visit: [www.artotellondonbattersea.com](http://www.artotellondonbattersea.com) and follow @artotel to keep up to date with the latest news and events.

For further information on Battersea Power Station, please visit <https://batterseapowerstation.co.uk/> and follow @BatterseaPwrStn to keep up to date with the latest news and events.

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**About Battersea Power Station:**

- Battersea Power Station is one of central London's largest, most visionary and eagerly anticipated new riverside neighbourhoods. The £9bn regeneration project is delivering a vibrant, mixed-use destination offering a community of homes, shops, restaurants, offices, culture and leisure venues, as well as 19 acres of public space, all serviced by an extension to the London Underground Northern Line.
- The Battersea Power Station project covers 42 acres and includes 3.5m sq ft of mixed commercial space, together with 4,239 new homes.
- The successful regeneration of Battersea Power Station is creating 20,000 new jobs, generating long term career opportunities for local residents. A new NHS medical facility is also being built.
- The Grade II\* listed Power Station, the second phase of the development, opens to the public from this September, housing over 100 shops, restaurants and cafes, events venues, a unique chimney lift experience offering 360-degree panoramic views of London's

skyline, new office space and 254 new residential apartments. The first residents moved into the Power Station in 2021.

- Circus West Village, the first chapter of the regeneration of Battersea Power Station, is already a thriving riverside destination and home to over 1,800 people. Offering an eclectic mix of independent and design-led bars, restaurants, shops, fitness and wellbeing facilities, a cinema, a theatre and an ongoing events programme, this new neighbourhood welcomes over three million people on average per year.
- The third phase comprises Prospect Place and Battersea Roof Gardens which together form Electric Boulevard, London's newest high street. Prospect Place is the first residential project of globally renowned architectural practice Gehry Partners and Battersea Roof Gardens, designed by Foster + Partners, will house new residences, terraced retail and leisure offerings, and a 164-room art'otel, the brand's first to open in London.
- With the recently opened Zone 1 Battersea Power Station Underground station on the Northern Line Extension, the development is only a 15 minute journey from the West End and the City. It also has its very own Uber Boat by Thames Clippers pier and is a 15 minute journey from Embankment, 20 minutes from Blackfriars, 30 minutes from Putney and 40 minutes from Canary Wharf. Battersea Power Station is easily accessible by bus, bike, car and train too.
- The wider Battersea Power Station development is owned by a consortium of Malaysian investors comprising Sime Darby Property (40%), S P Setia (40%) and The Employees' Provident Fund (20%), with the commercial assets within the Power Station building now being directly owned by Permodalan Nasional Berhad (PNB) and EPF.
- Management of the development is being undertaken by the British-based Battersea Power Station Development Company.

## About art'otel:

- A contemporary collection of 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 one Signature Artist throughout the hotel's guest rooms and public areas.
- art'otels can be found in Amsterdam, Berlin, Budapest, Cologne and soon in Pula, Rome and Zagreb.