

LONDON REPORT

SEPTEMBER 2013

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1. Ace Hotel London

Project Overview

After much anticipation, the Ace Hotel opens its doors in London's Shoreditch. There's been whisperings for years, building works for months and now, it's open in its fully fledged, impeccably designed glory.

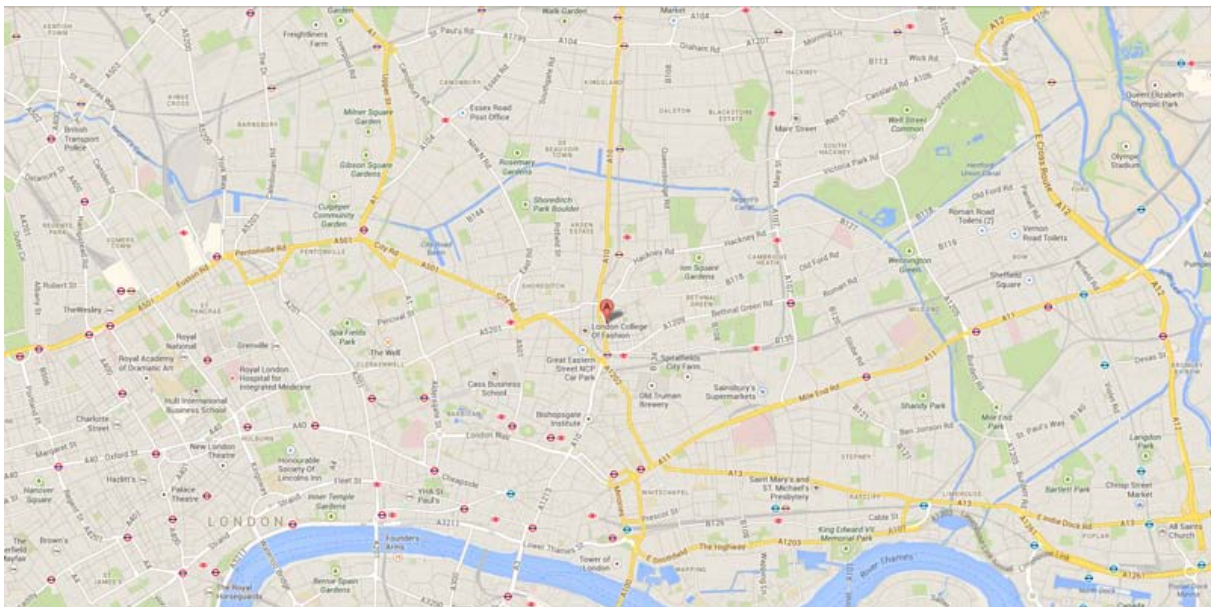
The Ace Hotel Group's first European venture, the Ace London brings with it touches of the brand that have made it such a glimmering success stateside. Partnering with local designers using traditional UK craftsmanship with injections of contemporary flare, this 265 room hotel is laden with a beautifully modern juxtaposition of soft and hard textures in muted colours and finished with clean and stark lines.

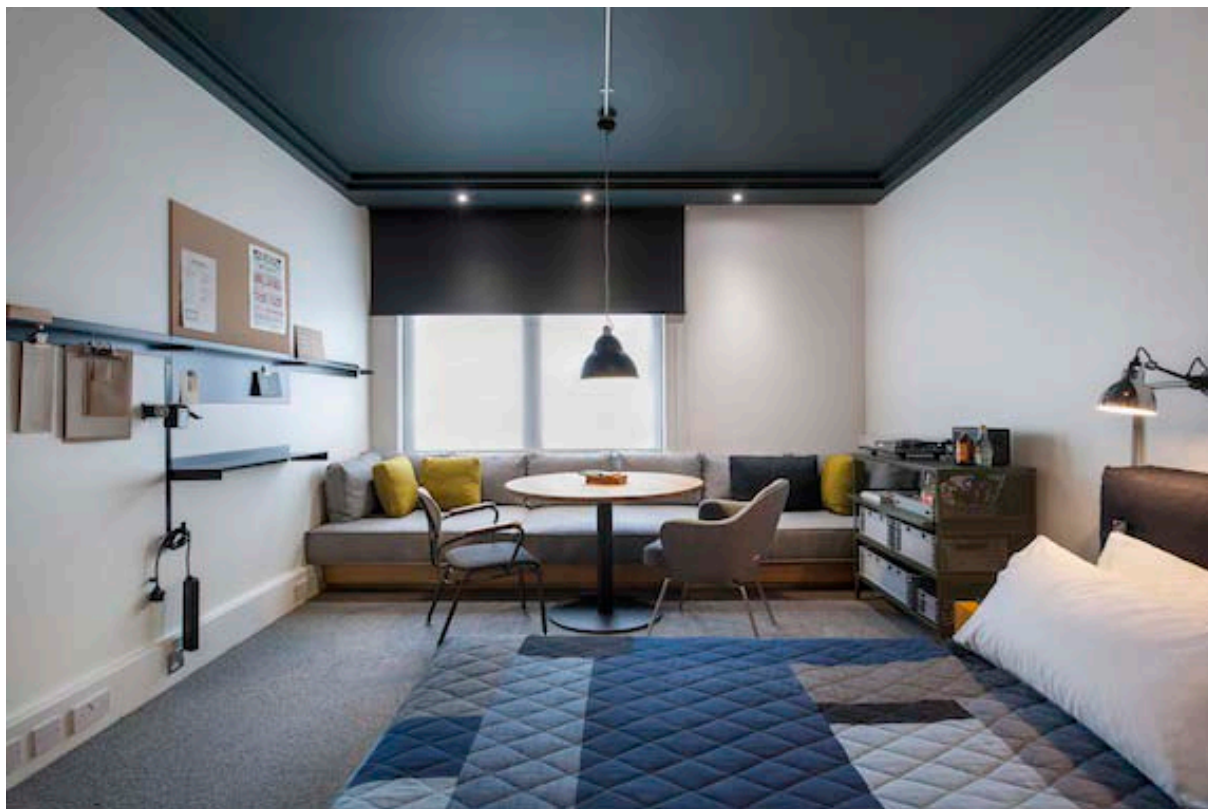
Although the hotel's still in its soft launch period, Hoi Polloi, a restaurant from David Waddington and Pablo Flack of Bistrottheque is set to open on October 3rd to draw in locals as well as travelers

Project Details

1. Brand: Ace Hotel Group
2. Type of Business: Hotel
3. Open Date: 09/09/13
4. Location: 100 Shoreditch High Street, London, E1 6JQ

Location Map









2. Honky Tonk Clapham

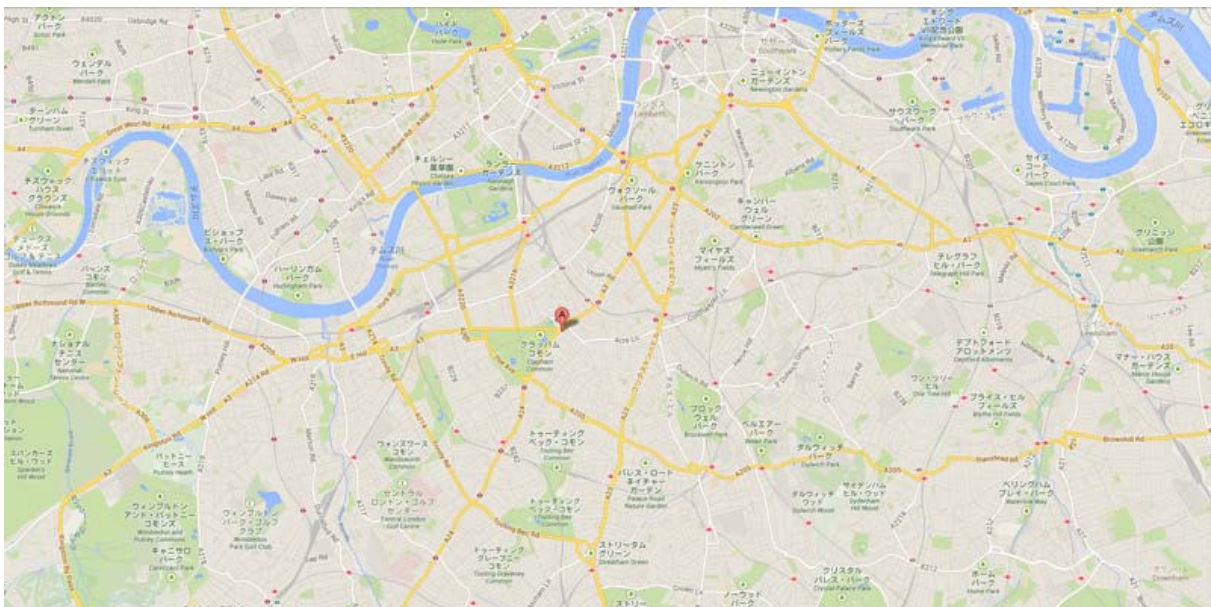
Project Overview

Following on from the success of Honky Tonk Chelsea, the American-inspired restaurant, late night bar, and live performance venue comes to Clapham common bringing cocktails, ribs and a late licence until 2am at weekends with it. Brought about by Mark Cutler, one of the founders of supperclub London, Honky Tonk pairs all-American eating with the type of music - blues, jazz and rockabilly - played at the original honky tonk bars in the States. The 150-cover restaurant includes al fresco seating overlooking the common so, on sunny days, you can enjoy your mac 'n' cheese outside. Inside, the decor is a mix of worn brown leather banquette seats, mismatched wooden tables, vintage rock 'n' roll posters, and old Elvis films projected on a large screen. Quirky design elements include black and white polka dot wallpaper, 1950s concertina lift door, and floating balloon-like lights. Aged-in-the-barrel cocktails, craft beers and an impressive selection of bourbons complete the Americana feel.

Project Details

1. Brand: Honky Tonk Group
2. Type of Business: Restaurant
3. Open Date: 30/07/13
4. Location: 16a Clapham Common South Side London, SW4 7AB

Location Map







3. 28-50 The Wine Workshop & Kitchen

Project Overview

Whether you're a foodie or just appreciate a good glass of wine, 28-50's new set up on Mayfair's Maddox Street has opened just in time for those winter evenings.

The menu is made up of homely, French-inspired bistro cuisine in a relaxing and informal atmosphere – Just Opened London whole heartedly recommend the slow cooked lamb shank which just melted off the bone.

As we said, proper winter grub. Drawing inspiration from a modern French tavern, the walls are clad with timber and light bulbs hang low from the ceiling giving plenty of dark corners where you can sink into you chair and delve into a bottle – or two – of your new favourite wine.

If the wine list is more than you can handle, the in-house sommelier is one person not to be ignored, their recommendations are second to none and also enhance the flavours of both whatever plate of delight is in store for you.

Project Details

1. Brand: Xavier Rousset and Agnar Sverrisson
2. Type of Business: Wine bar and restaurant
3. Open Date: 16/09/2013
4. Location: 17-19 Maddox Street, London, W1S 2QH

Location Map

