

FOR IMMEDIATE RELEASE

**St. James' Court, A Taj Hotel, London unveils its 'English Classics, Reinvented' literary series with a 150<sup>th</sup> Anniversary Limited Edition of Alice's Adventures in Wonderland at the Hay Festival 2015 preview reception**



**11 May 2015** – Last night saw [St. James' Court, A Taj Hotel](#), London unveil its first '[English Classics, Reinvented](#)' literary series at Taj's latest [Kona](#) restaurant and bar, whilst hosting the preview reception for the Hay Festival 2015, one of the UK's largest literature gatherings.

The London hotel treated VIP's, celebrities and media alike, to their first bespoke edition in the 'English Classics, Reinvented' Series. Literary classics such as Alice's Adventures in Wonderland have been given a new lease of life, as the property partners with UK based artists to create a selection of new limited edition covers for the UK's best loved tales.

*"Having launched and branded the iconic Victorian townhouse hotel St. James' Court in Westminster as A Taj Hotel last year, we're delighted to celebrate the spirit of English Classics by unveiling this 150<sup>th</sup> Anniversary Limited Edition of Lewis Carroll's iconic classic and a personal favourite 'Alice's Adventures in Wonderland'", says Siddhartha Butalia, Director of Marketing at the Taj Group in Europe. "This series commissions exciting, contemporary artists to reimagine covers for our best loved classics. In tandem with the Tata Group's participation at Hay, we're proud to launch this literary series at the preview dinner of the Hay Festival at our London hotel, [Taj 51 Buckingham Gate Suites and Residences](#)."*

Digvijay Singh, General Manager of the luxury hotel, adds: *"It's a pleasure and a privilege to host the preview dinner of the Hay Festival 2015 and launch this literary series to this august gathering at our new restaurant, Kona, set to become a haven from the hustle and bustle of the West End. Given its unique location, Kona is well equipped to accommodate any occasion, for those looking for a sophisticated dining experience in a luxurious yet laid-back ambience. Kona offers an innovative interpretation of the colours, flavours and vibrancy of Southern European cuisine, marrying contemporary styling with traditional cooking techniques from Côte d'Azur to the coasts of the Mediterranean and Ligurian seas."*

East London based designer, Ethan McClean re-designed the classic cover drawing inspiration from the start of Alice's adventures down the rabbit hole. The cover illustration captures Alice's journey from our world into Wonderland, where she falls into the abstract, resulting in an optical illusion, which hypnotically pulls us into a strange new land.

[Hay Festival 2015](#) takes place from 21<sup>st</sup> to 31<sup>st</sup> May, and will once again bring writers and readers together to share stories and ideas that inspire, examine and entertain. Now in its 28<sup>th</sup> year, the 2015 programme spans 11 days with over 700 events, blending expert thinkers, world-class writers, and award winning entertainers from the stage and screen.

For more information, please visit [www.stjamescourthotel.co.uk](http://www.stjamescourthotel.co.uk)

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## Notes to Editors:

### About St. James' Court, A Taj Hotel, London

St. James' Court is an English classic typifying the concealed charm of one of Britain's finest hotels. With a distinguished pedigree shaped over more than a century, this discreet Victorian masterpiece with its Shakespearean Courtyard is perfectly placed between Buckingham Palace and the Houses of Parliament in a historic enclave marking the centre of power. Exceeding the expectations of today's discerning traveller, St. James' Court is a slice of the past served up on a contemporary platter. St. James' Court has 338 rooms and suites, offers complimentary wi-fi, premier Golden Keys Concierge service and an exceptional range of dining options with four restaurants including Michelin starred Quilon and two bars, a Wellness Centre and the luxury lifestyle boutique Taj Khazana.

[www.stjamescourthotel.co.uk](http://www.stjamescourthotel.co.uk)

### About Taj Group

Established in 1901, Taj Group is one of Asia's largest and finest group of hotels, comprising over 100 hotels across India and 16 hotels in the UK, USA, Africa, Maldives, Malaysia, Bhutan, Sri Lanka and the Middle East. From world-renowned landmarks to modern business hotels, idyllic beach resorts to authentic Grand Palaces, each Taj hotel offers an unrivalled fusion of warm Indian hospitality, world-class service and modern luxury. For over a century, The Taj Mahal Palace, Mumbai, the iconic flagship, has set a benchmark for fine living with exquisite refinement, inventiveness and warmth. Taj Hotels Resorts and Palaces is part of the Tata Group, a global enterprise headquartered in India.

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

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