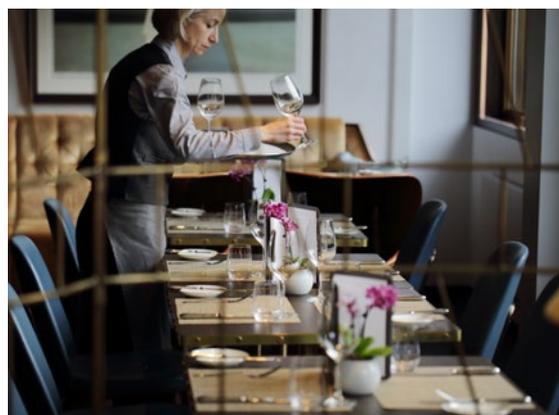




THE ATHENAEUM
HOTEL & RESIDENCES





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The Iconic Athenaeum Hotel & Residences Re-Opens The Doors This Week To Showcase New Look

14th July – London: The Athenaeum Hotel & Residences, a Mayfair icon, re-opens following a multi-million pound refurbishment and a ‘first of a kind’ partnership with The Galvin Brothers. Today heralds an exciting new era in the hotel’s long-standing history.

In the heart of Mayfair, The Athenaeum, one of London’s few family run five-star hotels, boasts a proudly independent personality. The bold new look, by leading British agency Kinnersley Kent Design, perfectly expresses that spirit throughout, from its spectacular new architectural double storey lobby and lounge with floor-to-ceiling windows giving the impression of being in, rather than opposite, Green Park. Outside, the new Terrace is one of the few outdoor dining areas on Piccadilly.

In a move to be one of the first London five-star hotels of its size to offer a seamless and state of the art check-in, the modernised Athenaeum will offer a personalised and efficient welcome with iPad meet and greet replacing the traditional reception desk.

Hotly awaited is the opening of the new GALVIN AT THE ATHENAEUM restaurant and THE BAR AT THE ATHENAEUM. In a ‘first ever’ partnership for the brothers, Michelin-starred London chefs Chris and Jeff Galvin will be at the food and beverage helm throughout the hotel - from breakfast through to dinner, Afternoon Tea, Private Dining and 24/7 In Room Dining. Known for their impeccable seasonally driven and market leading cuisine, acclaimed restaurateurs Chris and Jeff Galvin will be showcasing their favourite dishes, alongside new ones created for The Athenaeum, using British producers’ home grown produce.

THE BAR, now with a private entrance in Down Street, will be a destination in its own right. The ambience, style and vibe in THE BAR has been created by one of the world’s leading cocktail gurus, Giancarlo Mancino. “THE BAR will be known for its signature cocktails and unusual drinks menu drawing on pioneering ‘craft spirits’ and an impressive 160 brands. Don’t expect to see Campari, Bombay or Gordon’s in here,” says Mancino. “The craft spirits and drinks will be ‘showcased’. Theatre will be a huge part of the bar experience and all drinks will be served in elegant, classic glassware which I have especially created to enhance the flavours.”





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On the first floor the Gallery offers a club style lounge and two new stunning private dining rooms with amazing views onto Piccadilly and across to Green Park.

“We like to do things differently at The Athenaeum,” said General Manager Jeremy Hopkins. “We are stylish and glamorous without pretension and our team are allowed to let their individual personalities shine through so that the guest experience is enhanced and crafted just for them,” he added. “When a guest arrives we say hello to strangers but we say goodbye (for now) as friends.”

A permanent fixture in glamorous Mayfair since 1849, The Athenaeum - comprising of 132 rooms, 12 suites, 18 residences and ‘The Penthouse Suite’ - takes pride in its individuality. The re-design serves to strengthen this philosophy by honouring the hotel’s heritage with everything carefully chosen to complement and emphasise its award-winning ‘one of a kind’ spirit.

Twelve spacious suites provide the ultimate in comfort and relaxation in central Mayfair with views across Royal Green Park. Most include king-size four-poster beds with Hypnos mattresses and open plan or separate sitting rooms. The Penthouse Suite in particular offers one of the best panoramic 180 degree skyline views in London from a large balcony across the parks to a sweep of Royal architecture including Buckingham Palace.

The 18 adjoining and connected Victorian Residences have their own private entrances and afford guests independence whilst still enjoying the five-star hotel facilities. Stylish and uniquely furnished, they offer a London home ideal for families, groups and long term stays. Each residence is fully serviced with spacious living areas, kitchen, twice daily maid service and 24-hour in-room dining from the Galvins. All the benefits, services and amenities of five star hotel living with the privacy and independence of your own apartment.

For the renovation, Kinnersley Kent Design has struck a stunning balance between the sophisticated and approachable, the classic and contemporary.

The new chapter for this iconic hotel and very important jewel in the Mayfair crown starts with rooms from £280.

For more details visit www.athenaeumhotel.com or call +44 (0)20 7499 3464.





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NOTES TO EDITORS:

- **Design Partner:** Interior architecture, graphic design and branding by Kinnersley Kent Design: www.kkd.co.uk
- **About The Athenaeum Hotel & Residences:** Located in Mayfair, The Athenaeum Hotel & Residences has 164 bedrooms, including 12 suites, 18 townhouse residences and The Penthouse Suite. It is the essence of Englishness: discreet, personal, friendly, interesting, lavish, quirky and down to earth.
- **Address:** 116 Piccadilly, Mayfair, London W1J 7BJ.
- **Tel:** +44 (0)20 7499 3464
- **Restaurant Reservations:** galvin@athenaeumhotel.com Tel: +44 (0)20 7640 3333
- **Website:** www.athenaeumhotel.com
- **Twitter:** www.twitter.com/TheAthenaeum
- **Instagram:** www.instagram.com/theathenaeum
- **Nearest tube:** Green Park & Hyde Park Corner
- **Location:** On Piccadilly, opposite Green Park and near Hyde Park. Moments from Shepherd's Market and the rest of Mayfair. Close to Buckingham Palace and all the historic and cultural locations of interest including the Royal Academy of Art, the Handel House Museum, the Burlington Arcade, Savile Row and Berkeley Square.
- **Personality:** Glamorous, playful, relaxed yet professional.
- **Why visit?** The Athenaeum, a family-run five-star hotel that offers a delightfully English, relaxed, yet professional service to ensure your stay is individual.
- **What else?** Located opposite Green Park, the hotel bedrooms, suites and residencies enjoy some of the finest views in London. Guests can even boast the Royal Family as their neighbours.
- **About Mayfair:** The Mayfair area of London is one of the city's finest residential areas and one of London's most attractive historic villages.

For more information or to arrange a stay, dinner, bar 'experience' please contact Mason Williams Communications:

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