

FACT SHEET

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SANDERSON

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SANDERSON

OWNER:	Morgans Hotel Group
MANAGEMENT COMPANY:	Morgans Hotel Group
OVERALL DESIGN:	Philippe Starck
RESTAURANTS:	Jeffrey Chodorow
GENERAL MANAGER:	Anne Golden
OPENING DATE:	April 25, 2000
ORIGINALLY BUILT:	1958

GENERAL DESCRIPTION: Sanderson, the second hotel founded by Ian Schrager in London, is an extraordinary "Urban Spa" – the first of its kind – that represents the "Next Wave" of hotel. This breakthrough hotel is a radical, creative and subversive hotel for the new millennium. It is an ironic combination – a balancing act – between extravagance and pure simplicity. This modern classic offers a "New Luxury" that celebrates opulence, glamour, and style as well as spirituality and well-being, but all in a way that is pared down and tempered with a healthy dose of wit and restraint. Sanderson, which followed the triumphal opening of Morgans Hotel Group's electric and thrilling St Martins Lane, is a magical and serenely elegant sanctuary, a genuine "Oasis" in the midst of one of Europe's busiest, most cosmopolitan cities.

The central mission behind the 150-room Sanderson was to fully realize and integrate the "Urban Spa" philosophy throughout the entire hotel, to stretch the artistic envelope in new and surprising ways – to create a hotel that mixed the baroque and the modern in such a daring and imaginative fashion - that it would create an unforgettable, surreal and dynamic dreamscape. With no walls other than those of its exterior, Sanderson is a romantic, flowing space – a sexy and sensual stage set suffused with a sense of meditation and calm. Structure and formal limits are eschewed; in place of them is an entirely personal kind of milieu that is meant to inspire individuality, to let free the spirit, the mind, the body and soul. Sanderson is so unusual and unique, it represents a new archetype in the hotel industry.

From an "Indoor/Outdoor" Lobby with a private "Courtyard Garden" open to the sky, to enchanting guest room salons that break with any preexisting notions of a hotel room, to the luxurious, expansive 10,000 square-foot Agua Bathhouse, this sophisticated Urban Spa presents the consummate setting for reflection, relaxation, joy and pure fun – all in the midst of one of the most exciting cities on earth.

Sanderson embodies a radical and accomplished collaboration between Morgans Hotel Group and world-renowned designer Philippe Starck. Breaking new ground and stretching creative parameters, Morgans Hotel Group and Starck have found new layers of style, surrealism, fantasy and wonder.

DESIGN FEATURES PUBLIC SPACES:

Sanderson's Public Spaces include:

Indoor/Outdoor Lobby With the absence of “normal” walls and a floor-to-ceiling glass facade that diffuses natural light through flowing layers of ethereal sheer curtains, Sanderson's Indoor/Outdoor Lobby represents a completely new approach to the hotel public space. Surrounding an extraordinary landmark Courtyard Garden that is open to the sky, Sanderson's Lobby is like the most magical of stage settings – a mix of the baroque and the modern, of wit, magic and surprise – a balancing act between extravagance and pure simplicity.

Courtyard Garden Designed by noted landscape architect Philip Hicks in the late 1950s, the private Courtyard Garden has been classified as a landmark “Heritage Garden.” Standing in the center of the hotel, and open to the sky, the Garden is an enticing and utterly unexpected oasis, a place for quiet respite in the middle of a bustling international capital.

Suka Suka offers modern authentic Malaysian cuisine prepared with European sensibility. Created by acclaimed New York chef Zak Pelaccio, Suka's menu of fresh British and Malaysian produce marries French cooking techniques with the intensity and spectrum of Southeast Asian flavours. Set on the ground floor of Sanderson, Suka's dramatic setting has been redesigned by the renowned Paris-based architect and designer India Mahdavi and encompasses the 'hidden' space following the Long Bar as well as the entire Garden Terrace. Suka has a relaxed and casual ethos, while still capturing the wit, irony and elegance of Sanderson. The menu is served in typical Asian sharing style and includes dishes ranging from home-style to truly elegant and luxe.

Purple Bar A veritable symphony of purples, lavenders, and violets, the Purple Bar is a chic, intimate lounge that is the perfect setting for drinks and quiet conversation. Featured are illuminated Venetian etched-glass tables paired with small, custom-made African stools with stainless steel backs, and purple Queen Anne chairs that are so disproportionately small, they create an almost dollhouse effect that is both quirky and charming. Fashioned entirely from a massive piece of raw, uncut black Nero Apsoluto stone, the custom bar top's dramatic and organic form looks remarkably like a meteorite fallen from the sky. The floor is made of the same Black Granite. The entry to the bar is framed by a lavender Venetian etched mirror. Violet silk opera drapes cover the walls and ceiling, creating an intensely theatrical setting.

Long Bar The Long Bar serves an international and tempting array of Mediterranean food, burgers, sandwiches and salads, all under the auspices of world-renowned chef Alain Ducasse. The bar itself is a work of art, an 80-foot long onyx rectangle that glows with incorporated light. The tabletop overhang is made of matte stainless steel. Starck custom bar stools have silver-leaf frames

with white upholstered backs. These witty chair backs feature an inset image of a woman's eye by photographer Ramak Fazel.

Agua Bathhouse A further refinement of the hugely successful Agua at Delano, Agua at Sanderson sets new standards for the industry. At 10,000 square feet and on two levels, it is the largest spa yet found in a Morgans Hotel Group hotel. This luxurious health, beauty, fitness and wellness center epitomizes the essence of Sanderson's thoughtful and spiritual sensibilities: "Come to London for the Cure." From its comprehensive, rejuvenating treatments and body services, to its 24-hour, state-of-the-art gymnasium to the pristine and ethereal white setting, everything within and about Agua has been developed with an eye toward meeting the health, fitness and relaxation needs of modern urban life. In the style of ancient Rome, mixed with dazzling modern elements, this contemporary but timeless Bathhouse has been designed as a pristine sanctuary, an Oasis of pleasure, relaxation and peace.

GUEST ACCOMMODATIONS:

The 150 guest rooms at Sanderson represent a total transformation of the conventional hotel room. With the removal of inner walls, the room has been opened to create a loft-like plan. Daring and drop-dead gorgeous, the rooms are infused with a frank sensuality – an unabashed sexiness – and unparalleled softness. The transparent glass bathroom allows for no separation between the room and the dressing room/bathroom. Guests are invited to design their personal space and their own levels of privacy by using — or not using — the electronically operated layers of sheer white and opaque pink silk drapes that open or close off the space.

The dressing room/bathroom is encased in a clear glass box with privacy areas behind an acid-etched mirror. Modern pale yellow walls and light maple floors create a neutral, soothing background for the changing space. The sink area is much like a boudoir, with a Stark-designed porcelain basin resting on an orange Venetian etched-mirror with polished stainless steel legs. Faucets, also custom-designed by Starck, are independent columns. Over the sink table hangs a Starck-designed lamp with an etched sandblasted glass shade and a custom-hanging mirror with incorporated lighting on either side. The back of the mirror glows with a resonant green color that reflects back into the room through the glass wall. The closet, placed within the dressing room/bathroom space, has both clear glass shelves incorporated into the acid-etched mirror wall and a freestanding custom-designed chrome rod.

A custom-designed silver-leaf sleigh bed blends sensually with the silver-and-white custom bedding and shining polished chrome night tables. Attached to the back of the bed is a pure-white desk that is paired with a white mesh Eames office desk chair. Starck-designed desk lamps, with Venetian etched sandblasted shade

and chrome stems, are fixed to these desks. In one corner of the room sits a small contoured-back chair, covered in natural linen. The custom woven wool area rug has its roots in a French "lettre" by Voltaire that has been enlarged and floats on a creamy background. An oversized mirror, made in Italy, leans on the wall at the room's entrance, further enhancing the room's transparent, ethereal feel by reflecting the dressing room's interior.

On the far wall of the bedroom hangs a custom Starck chrome shelf with silk-screened images of exercise positions. On the shelf, in further homage to the hotel's commitment to health, fitness and well-being, rest a pair of sinuous Starck hand weights in polished aluminum.

In most rooms are large windows within uniquely designed window bays that hold guest storage, minibar and an entertainment center with DVD player. The wide-screen television sits within a green glass box on a stainless steel swivel tray. A number of rooms boast panoramic floor-to-ceiling vistas of London. In addition, there are two Deluxe Penthouse Suites with Private Lifts.

GUEST SERVICES:

As with all of Morgans Hotel Group hotels, service is a paramount concern. Sanderson provides: King- and Queen-sized Beds; Wide-Screen Color TV with full cable access; DVD Library of more than 1,500 titles, on demand; In-room Entertainment Center, including AM/FM Radio, Satellite Music Channels, CD and DVD Players; State-of-the-art Telecommunications System with Three 2-Line Telephones with Conference and Speaker Capability and High-Speed Internet Access; Private Telephone Number direct to each room; Data Port Connections for Modem/Fax Hookups; High Speed Wireless Internet Access; Portable Computers; Mobile Phones and Fax Machines available on request; Full Refrigerators with In-Room Refreshments; Fresh Flowers; Turn-Down Service; Newspapers of Choice delivered on request; 24-hour Concierge and Room Service; Valet Parking; Afternoon Tea and Coffee Service; In-Room Agua Bathhouse services, upon request; Two Deluxe Penthouse Apartments with Private Lifts and State-of-the-art Audiovisual System available for private functions; and Non Smoking Rooms.

EXECUTIVE SERVICES:

Full-service Business Center; 24-Hour Multilingual Secretarial Staff on request; Multi-service Meeting Spaces and Hospitality Suites; Video-conferencing; Executive Board Room; Top-flight Audiovisual and Telecommunications Equipment; Production, Wardrobe, Makeup and Casting Rooms; Private Conference Facility.

HOTEL HISTORY:

Completed in 1958, the building was constructed as the headquarters and showroom for the Sanderson furnishing fabric company for the occasion of its centennial birthday. It was designed by architect Jeff Holroyd, of the architectural firm of Slater and Uren, and is a classic example of modern architecture. The structure was technologically advanced for its time as it could withstand changes of internal layout and use. Simply put, the original design plan allowed for dynamic room configurations. The building plan was fabricated around an open-to-the-sky inner courtyard with a Japanese garden designed by Philip Hicks. It

contains an original glass mural by John Piper and mosaics by Jupp Dernbach-Mayern. In 1991, the Sanderson building was listed Grade II with a star by the government's English Heritage Commission.

**RESERVATIONS AND
RATE INFORMATION:**

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MORGANS HOTEL GROUP:

In 1984, Morgans Hotel Group created a hotel so avant-garde that it revolutionized the hospitality industry. Banishing tradition, they introduced the concept of the "Boutique Hotel," characterized by personalized service and home-away-from-home ambience in a setting of modern elegance.

In 1984, Morgans Hotel Group developed its first property, **Morgans** on Madison Avenue in New York City. An instant hit, the hotel revolutionized the hospitality industry with the introduction of the "Boutique Hotel" concept, characterized by personalized service and home-away-from-home ambience in a setting of timeless elegance. This boutique concept was again showcased with great success at New York's **Royalton**, the first property designed by Philippe Starck.

In 1995, Morgans Hotel Group opened the hugely well-received **Delano**, set directly on Miami Beach, and completely refurbished the hotel in 2006. Located in the heart of one of America's most energized gateway cities, Delano represents the next generation of "Urban Resort" – where the notions of the "Indoor/Outdoor Lobby" and the idea of "Simple Chic" were initiated. Delano is, all at once, a red-hot trendsetting hub of social activity, a sophisticated, serene hotel and an elegant beachfront family resort.

The Shore Club, managed by Morgans Hotel Group, is a spectacular oceanside resort also located in Miami Beach. With landscaping inspired by the rich intense Matisse-inspired colors of the Jardin Majorelle in Marrakech, The Shore Club is redefining cool on Miami's South Beach. The magic is in the details of the hotel: the landmarked Art Deco lobby is conceived as a calming transition to the labyrinth of gardens with secret passageways, alcoves and succession of different Indoor / Outdoor "rooms" that flow seamlessly throughout the hotel. The Shore Club represents the next wave in Miami Beach's dynamic development.

Morgans Hotel Group arrived in Los Angeles in 1996, with the opening of **Mondrian**, located on the world-famous Sunset Boulevard. Mondrian presents the consummate expression of a balancing act between apparent contradictions – entertainment and spirituality, cutting-edge style and simplicity, fantasy and reality. The hotel perfectly captures the quintessential California lifestyle by uniting its deeply rooted appreciation of the outdoors

and relaxed, casual living with a pervasive sense of magic, glamour and excitement.

The opening of **St Martins Lane** in London in late 1999 represented Morgans Hotel Group's first foray across the Atlantic. Received with great fanfare and both critical and customer acclaim, St Martins Lane is an utterly original urban hotel that takes the Morgans Hotel Group concept of "Hotel as Theatre" to a new level to provide its guests with a singularly magical, exciting and visceral experience. The hotel is predicated on the idea that today, luxury is about new experiences, about making a connection with something truly special. Situated in Covent Garden, one of the city's most lively districts, this hotel combines warmth, glamour, charm, sophistication and style with a real sense of its setting, in one of Europe's most cosmopolitan cities.

In addition to St Martins Lane, Morgans Hotel Group opened **Sanderson** in London's stylish Soho district. This first of its kind "Urban Spa" is a magnificent landmark property with a spectacularly landscaped interior courtyard that opens to the sky and is surrounded by guestrooms. The property combines modern and classic elements to create a one-of-a-kind oasis and refuge in the middle of bustling London.

Hudson, in New York City, delivers a potent combination of urban adventure and daredevil design to arguably the most jaded city in the world, giving Manhattan something even it has never seen before. In a city renowned for its boldness, diversity and eclecticism, Hudson is an inspired piece of organized chaos – a reflection and distillation of New York itself, a melting pot of styles and ideas – shimmering with a hot-rod vivacity and in-your-face style that is hard to ignore and even harder to forget.

Clift, Morgans Hotel Group's first San Francisco property, is a template-breaking tour de force that promises to change forever the notion of what it means to be a luxury hotel. Elegant and sophisticated yet in a totally modern manner, Clift takes conventional hotel philosophy and turns it on its head. While still bearing some of the hallmarks of the traditional luxury hotel experience such as exemplary service and amenities, what makes Clift truly special is its daring and brilliant juxtapositions. The hotel reads like a page ripped from the surrealists' manifesto: a desire to bridge the gap between fantasy and reality, the pairing of seemingly unrelated objects, and a desire to return to the innocence of childhood where a freewheeling, "down the rabbit hole" approach to life is embraced. Clift is Wonderland for the Jet Set.

In January 2007, Morgans Hotel Group opened **Mondrian Scottsdale**, a world-class "Urban Resort" in downtown Scottsdale, Arizona, marking the first extension of the Mondrian brand. Located in the heart of Scottsdale, Mondrian Scottsdale offers the unique experience of a dynamic "Urban Resort", combined with a serene oasis in the desert. Like the first

Mondrian, this new destination brings an inventive vision of modern glamour to a new generation of sophisticated global consumers. Mondrian Scottsdale is a sybaritic retreat offering rest, rejuvenation, fun and entertainment in a vibrantly pleasure-driven environment.

With **Mondrian South Beach**, Morgans Hotel Group's first hotel residences, MHG makes a pioneering move away from the bustle of Miami Beach's oceanfront tourist center to the fashionable, growing neighborhood of Biscayne Bay. The Hotel Residences are built on a prime waterfront location with views of the bay, ocean and downtown. Consisting of 342 studios, one and two bedroom apartments and penthouses, Mondrian South Beach will combine the most exhilarating design elements of a fantasy modern get-away with all the comforts and conveniences of home.

Morgans Hotel Group Co. (Nasdaq: MHGC) which is widely credited with establishing and developing the rapidly expanding boutique hotel sector, owns and operates Morgans, Royalton and Hudson in New York, Delano and The Shore Club in Miami, Mondrian in Los Angeles, Scottsdale and South Beach, Clift in San Francisco, and Sanderson and St Martins Lane in London. In February 2007, MHG and an equity partner acquired the **Hard Rock Hotel & Casino** in Las Vegas and related assets. MHG has other property transactions in various stages of completion including projects in Miami Beach, Florida, and Las Vegas, Nevada, and continues to vigorously pursue its strategy of developing unique properties at various price points in international gateway cities in the United States, Europe, South America, Asia and around the world. For more information please visit www.morganshotelgroup.com.