

## FACT SHEET

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**ST MARTINS LANE**

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## ST MARTINS LANE

OWNER:	Morgans Hotel Group
MANAGEMENT COMPANY:	Morgans Hotel Group
OVERALL DESIGN:	Philippe Starck
RESTAURANTS:	Jeffrey Chodorow
GENERAL MANAGER:	Anne Golden
OPENING DATE:	September 1999
ORIGINALLY BUILT:	1960's

**GENERAL DESCRIPTION:** St Martins Lane, founded by Ian Schrager and situated in the heart of London, is an utterly original urban resort in this most public and international of cities. With its daring disregard for convention, uncompromising attention to detail and personal service, St Martins Lane challenges the status quo to set entirely new industry standards. As Morgans Hotel Group's first European venture, this hotel is the first of two new groundbreaking properties that he opened in London in 1999. So much more than just a place to sleep, St Martins Lane is intended as a reinvention of the hotel experience in London.

The central idea behind the 7-storey, 204-room St Martins Lane is to create something quite unlike anything before it, something completely original that defies categorisation. A "new paradigm," one that reaches past pre-existing boundaries, St Martins Lane reconsiders the very notion of a hotel. Magical and exciting, exuberant and fun, it offers each who enters a truly unforgettable visceral experience—one that is purely personal and interactive, and that lifts the spirits and stimulates the senses just as it challenges and entertains.

This enchanting new hotel has been conceived by Morgans Hotel Group as the essence of its time and place and is a manifestation of the cultural Zeitgeist of the era. It celebrates simplicity and spirituality as much as it does elegance and refinement. Free of gimmickry or pretension, it is defined more by approach and attitude than by a certain look or style. Indeed, St Martins Lane is much more about the experience and *how it makes you feel* rather than simply about how it looks.

Morgans Hotel Group has created St Martins Lane for a previously underserved and undefined international clientele, a new "jet set" for this Information Age. This itinerant "tribe" of world travellers, who routinely stop between the 24-hour international gateway cities of London, Paris, Milan, New York, Los Angeles, Miami and the like, comprise a very specific and growing clientele; they treasure humour and irony, and define true luxury not so much in terms of tangible things or material possessions, but in terms of having access to new experiences, of making a connection with something special, of being in the know...of being *there*. At prices starting at 125 pounds per night, St Martins Lane provides

tremendous value for the money for this smart, sophisticated, and fiercely independent audience who crave unique personal experiences and base their choices on lifestyle rather than financial considerations.

St Martins Lane is the most personal and idiosyncratic work yet between Morgans Hotel Group and world-renowned designer Philippe Starck. They created an environment so distinctive and magical that it transcends design, and instead celebrates creative exuberance and a sheer sense of *fun*. Avoiding any strict design dogma, these two opted for a more creative, fluid vernacular. The ultimate result is a subversive collision of influences, an “anti-brand” hotel based on diversity rather than homogeneity. Indeed, it represents a clear shift away from faddishness or trends and is truly stylish without being about a particular style. Not surprisingly, it is out of this perfectly balanced “contradiction” that a good deal of the hotel’s daring originality is born.

St Martins Lane is situated in the heart of London’s Covent Garden, the city’s most exciting and lively neighbourhood. With London’s explosive renaissance as a centre of popular culture, including cuisine, fashion, architecture, music, theatre and design, the city was a natural choice for Morgans Hotel Group’s European debut.

This smart and modern urban resort further refines the ideas of “Hotel as Theatre” and “Lobby Socializing” that Morgans Hotel Group first pioneered at the now-classic Royalton on West 44 Street in New York City, and then continued to refine at Paramount in New York, Delano in Miami and Los Angeles’ Mondrian. Around every corner, youthful spirit, whimsy and charm abound. St Martins Lane’s Lobby is a soaring theatrical space, akin to a forever-changing stage set, with eclectic furnishings and distinct touches everywhere. It is a cosmopolitan village of six discrete but harmoniously interwoven public spaces, each offering unique experiences and opportunities for everything from utter seclusion to animated activity.

## **DESIGN FEATURES PUBLIC SPACES:**

St Martins Lane’s Lobby represents still a further refinement of the “Lobby Socializing” and “Hotel as Theatre” concepts that Morgans Hotel Group introduced so successfully in his American hotels. The consummate social gathering place for the millennial era, this majestic Lobby offers a manipulation of space, scale and proportion that is at once soothing and exciting—an unparalleled setting for everything from complete seclusion to spirited activity.

Entered through improbably tall, luminescent yellow-glass revolving doors, the tallest in London, St Martins Lane’s Lobby is a soaring and theatrical space. It presents a visually stunning play on scale with oversized columns and angled niches painted a deep fluorescent yellow—the “colour of the millennium” in the dawning of a new age. The Lobby floor is composed of continuous slabs of imported Portuguese Moleanos Limestone that offer intriguing contrast to the white and yellow walls. From its acid-etched,

double-height yellow-glass facade to its unpredictable plays on vivid colour to the dramatic series of columns in its centre that are lit from underneath to create shining towers, St Martins Lane's Lobby is a triumph of colour and light.

St Martins Lane Lobby features include:

**Several Food and Beverage Areas**, all under the direction of famed restaurateur Jeffrey Chodorow, that serve modern, inventive cuisine which deftly combine fresh regional ingredients and international accents.

**The Light Bar** is a unique and breathtaking space that takes the concepts of atmospheric and interactive lighting to new heights. During the day, a projected light installation plays off and glows through the closed acid-etched entry doors, shifting constantly from one wildly rich shade to another in a mesmerizing light show. Inside, four separate, highly dramatic, colour-saturated niches, with soaring ceilings over 20-feet high, are each bathed in a different colour – pink, orange, violet and green. Stepping into one of these niches is like entering a monochrome dreamworld, where everything – including oneself – is awash in the soft but vibrant shaft of coloured light that emanates from above. Everything in the pink niche is pink, everything in the orange niche is orange, and so on: from the walls and area rug, to the Starck-designed high back ultrasuede banquettes and chrome chairs, and the matching leafed coffee tables with etched colored glass tops – all are crafted entirely in the same colour as the light in that particular niche. The walls of each niche are also hung with enormous floor to ceiling close-up photographs of faces taken by world-renowned French photographer Jean Baptiste Mondino. The faces, making a variety of funny expressions, lend a bold and amusing touch to each of the colour niches, and make the Light Bar the perfect spot for sipping cocktails, mingling and people-watching.

**Asia de Cuba**, serving a refined blend of Asian and Latin cuisine, is under the direction of Jeffrey Chodorow, whose Asia de Cuba outposts in New York's Morgans, Mondrian in LA and San Francisco's Clift have met with such critical and customer acclaim. This quite extraordinary space is an elegant, exciting mix of influences—a melding of simplicity and sophistication, comfort and invention. Most striking are the series of colonnades of majestic "art columns" that run through the restaurant. On each of these columns is one of five different artistic applications, each a creation all its own. They include: a blackboard column, which features chalk shelves for visitors to use as the mood and inspiration strike; a brightly painted column; one made of tufted iridescent silk, with custom-made flower pots from the English countryside spilling over with fresh flowers and plants; a column of shelves styled by London film-set designer Michael Howells and overflowing with tvs, radios, books, and framed photographs that capture the heart and soul of London; and a photography column with a most impressive collection of signed black & white photos by the African lensmen Malik Sidibe, Samuel Fosso (limited edition), Cornelius Yao, August Azaglo and the late De Para—each of which movingly depicts subjects from everyday life, at every level of life, in Africa. All of

these column installations will be changed regularly to showcase the work of guest artists—much like the tabletops at Paris' La Coupole and the Colombe D'Or Hotel—so that guests will become accustomed to expect the unexpected.

**Rum Bar**, at the edge of Asia de Cuba, is an interesting play on the English Pub, with a sea of revellers standing, drinks in hand. Custom-designed Starck “lean-on” tables present interesting shapes and visual puns, like a “squadron” of toy soldiers or a row of flat-topped mushrooms.

**The Back Room**, available for private functions, is a beautiful and tranquil space, constructed entirely of seamless pure white marble imported from Yugoslavia, and features a wall of bubbling water, designed in the style of famed performance artist Robert Wilson. The overall effect is one of simple, streamlined elegance, making it the perfect backdrop for a wide variety of private uses.

## GUEST ACCOMMODATIONS:

Simple, serene, practical and pure—but full of wit, style and surprise—the 204 guestrooms, suites, lofts and penthouses at St Martins Lane bear the unmistakable design persona of Philippe Starck, where “over-design” is scrupulously avoided. Floor-to-ceiling glass windows, an important departure from other hotel rooms, frame sweeping, panoramic views of London and the every-busy Covent Garden district just below. These warm, inviting rooms afford sanctuary and refuge.

Perhaps the most notable feature of these rooms is an extraordinary Interactive Light Installation—the first of its kind—that allows guest to exert control over their personal environment as they literally “light the mood” of their room with a full spectrum of colours programmed on a custom-designed dial next to the headboard. At night, from the outside, these differently lit rooms create a captivating mosaic of light.

Other design features include: a pristine white bed with crisp sheets and plush duvet; a glowing onyx desktop; a Starck-designed Lucite chair; custom-designed stools made in African villages; a Starck-designed Italian leaning mirror and sculptural television cabinet; “Concord” airplane-style pleated curtains that act as closet doors; wall accents in bright yellow; within-window venetian blinds that work via magnet; and terra cotta pots, mounted on the wall of every room, that hold pale pink begonias in a nod to traditional English gardens.

Bathrooms, comfortable, oversized and elegant, feature custom Starck sinks and vanities fashioned from moulded porcelain and inbuilt wood shelving units. Freestanding custom Starck bathtubs, perfect for reclining, grace the bathrooms' warm Portuguese limestone walls.

Special Garden Rooms on the hotel's first floor, which offer private landscaped patio gardens, allow guests to enjoy a unique

“Inside/Outside” experience. Some features of these Special Gardens, which provide the ultimate urban retreat, are: romantic plantings that mix ivy, climbing hydrangea and clematis; oversized custom galvanised pots holding flowering white Camellia trees, flowing ivy and freshly planted perennials; and yellow-glass aluminium tables and chairs that bring to mind garden furniture found on patios in the south of France.

**GUEST SERVICES:**

As with all of Morgans Hotel Group hotels, service is a paramount concern. St Martins Lane provides: King- and Queen-sized Beds; Wide-Screen Colour TV with full cable access; DVD Library with 1,500 titles, on demand; No Smoking Rooms; In-Room Entertainment Centre, including AM/FM Radio, Satellite Music Channels, CD Player and VCR; State-of-the-art Telecommunications System with Three 2-Line Telephones with Conference and Speaker Capability and High-Speed Wireless and wired Internet Access; Private Telephone Number direct to each room; Data Port Connections for Modem/Fax Hook-ups, 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 to the door; 24-Hour Concierge and Room Service; Afternoon Tea and Coffee Service; In-Room Massage and Spa Services on request; and Two Deluxe Penthouse Apartments with State-of-the-Art Audiovisual System available for private functions.

**EXECUTIVE SERVICES:**

State-of-the-art Event Space with an Outdoor Terrace; 3 Private Break Out rooms; Wireless High-speed Internet Access in all meeting rooms; Hospitality Suites with Multi Service Indoor/Outdoor Function Space; Production and Wardrobe Rooms; 24-hour Advanced High-tech Business Centre; 24-hour Multilingual Secretarial Staff available; Two 62” Plasma Screen monitors for audio visual playback; State-of-the-art Audio, Video and Telecommunications capabilities; Video Conferencing; Dividing Wall for soundproofing and Remote Control Panels for black-out ability; State-of-the-art Lighting System, Smart Boards; Electronic Flip Charts; Portable Computers, Wireless Microphones, DVD and CD players, Mobile Phones and Fax Machines upon request; Dedicated Conference Concierge; Catering by Asia de Cuba.

**HOTEL HISTORY:**

Built in the late ‘60’s adjacent to the Coliseum and home of the English National Opera, this original office building served as the headquarters of a major advertising agency until the early 1990’s. Also on the site is the famed Lumiere Cinema, now vacated, which had been in use since 1967. Prior to this time it was the former Odeon Cinema, which was the home of the original Mickey Mouse Club in London. The building was acquired by Morgans Hotel Group in 1996.

**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, Cliff 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](http://www.morganshotelgroup.com).