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CONSUMER PRESS RELEASE



IS THIS MANCHESTER'S MOST LUXURIOUS HOTEL ROOM?

CELEBRITY FAVOURITE, THE LOWRY HOTEL, REVEALS NEW LOOK FOR ITS PRESIDENTIAL SUITE

Manchester's premier five-star hotel, The Lowry Hotel, has revealed the first look at its newly renovated Presidential Suite. Frequented by the world's top celebrities and heads of state, the hotel has once again raised the 'luxury stakes' in the city.

The luxurious penthouse suite, the largest both currently available or planned in the city at 2,228 square feet*, is famous for its VIP guests and costs a cool £4,000 per night. The newly released images reveal the first glimpse of the £700,000 renovations.

A-list guests frequently stay in the suite, which has also played host to prime ministers and Royalty and is the only Presidential Suite in a Manchester hotel where a president has actually stayed.

The suite is not just for celebrities. One guest booked out the suite for his children to revise for their A-levels and the suite's longest stay was a Russian family who lived there for two months whilst attending Manchester United's soccer school.

Chart topping songs have been penned in the suite, which boasts a baby grand piano with panoramic views over the city, and over 20 television shoots have taken place there, from Cold Feet in 2001 to the refurbished apartment being the location for a yet titled Netflix series.

The stunning new look has been designed by renowned interior designers Goddard Littlefair and includes a complete reconfiguration and redesign of the space, an enlarged dressing room and a new bespoke marble bathroom.

* As verified by the architects. Includes main suite (1,819.1sqft) and interconnecting room (409sqft)

The suite includes a fully equipped kitchen and a luxury bathroom with a free-standing bath and a new double steam shower, at the request of many of the suite's VIP guests. It also features a super king size bedroom, a walk-in dressing room, a lounge and a plush dining room for up to eight people. There is an additional bedroom and adjoining bathroom for family, friends or even a personal assistant, security, stylist or chef, which can also be used as a private gym or yoga studio.

The floor to ceiling windows offer panoramic views across the river Irwell and Manchester's skyline, and the room also comes with a mini grand piano, two in-room bars, two smart TVs and an Amazon Alexa.

In homage to the hotel's namesake, L.S Lowry, a selection of art has also been chosen especially for the room by ARTIQ. The rich collection takes inspiration from Manchester's industrial architecture as well as abstracted figures that draw on Lowry's matchstick men.

As well as complimentary valet, luggage management, personalised welcome drinks and in-suite check in, guests can take advantage of a butler, on-site hairdresser, endless beauty treatments, Tesla hire, private chef or personal trainer whilst staying in the luxury suite.

Every detail has been considered in the new suite design, for example the geometry of Manchester's Trinity Bridge is mirrored in the bespoke fretwork paneling and even the glassware and crockery. The stunning dressing room, with a large, anthracite velvet ottoman at its centre, is dominated by a tiered feature light, made of threads and inspired by Manchester's cotton production history.

Adrian Ellis, General Manager of The Lowry Hotel, said: *"I'm thrilled to reveal the first look of our Charles Forte Presidential Suite. The refurbishment has been taking place for three months and we are looking forward to the reaction of both our regular guests and new visitors. The renovation is the first of many for the hotel with more exciting developments to be announced throughout the year."*

"We pride ourselves on our five-star service, especially in our Presidential Suite where we've focused on the little details to make sure this is the most luxurious stay in the city. We've picked out bespoke cutlery and tableware especially for the suite and can offer guests a turndown service of their choice. Whether they want a delicious patisserie platter, their

favourite champagne or a local delicacy from their home country, we'll do our best to get it for them.”

The luxury Lowry Hotel also boasts six Riverside suites, an additional 164 guest bedrooms, a spa, bar and The River Restaurant.

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Notes to Editors

Goddard Littlefair, Interior Designers of the suite, commented on the inspiration behind the design: *“This was a special and prestigious project for us, showcasing the first of our new designs for The Lowry Hotel. We drew inspiration from Manchester’s industrial history and in particular from cotton, weaving and the city’s industrial forms, geometry and heritage, including the shape of Trinity Bridge over the River Irwell, directly outside the hotel. We were also inspired by Lowry’s own colour palette, as the artist famously kept to a base palette of only five colours, mixing them to achieve tonal shades that nonetheless stayed within a distinctive overall range.*

“The new design has a residential feel, with light and bright tonal colours used for the walls, curtains and carpets, offset by darker joinery, with painterly or geometric-patterned fabrics used for cushions and curtain trims for added visual interest. Colours range from rich bronzes and burnt oranges to off-whites and textured blue-greys. Special joinery features include four sets of double screens around the living and dining areas to help zone the space and a bespoke dining table for eight with a feature veneer inset pattern.

“The bedroom and bathroom feature timber slatted walls, which mirror on the opposite wall, whilst the bathroom also has feature walls in luxurious, richly-veined marble. The bedroom features a bespoke, contemporary version of a four-poster bed, in a room where the colours become softer, more muted and restful. The stunning dressing room, with a large, anthracite velvet ottoman at its centre, is dominated by a tiered feature light, made of threads and inspired by Manchester’s cotton production history.”

In homage to the hotel’s namesake, L.S Lowry, a selection of art has also been chosen for the room by ARTIQ. Kate Terres, Head of Operations at ARTIQ, commented: *“The collection at the Lowry presented an exciting opportunity for us, because it is rare for hotels to be*

named after celebrated artists. In curating the collection with Goddard Littlefair, ARTIQ pulled specifically on L.S. Lowry's recognisable palette of charcoals and dark reds against pale smoky backdrops. Alongside these distinctive tonal elements, the curation draws on the shapes evoked by Manchester's solid industrial architecture of the twentieth and twenty-first century – examples of which can be viewed from the Presidential Suite - as well as heavily abstracted figures that draw on Lowry's matchstick figures.

“The collection is comprised of painting, sculpture, photography and print, with an emphasis on varied and rich textures that range from highly polished stainless steel – representing the industrial subject – to thickly modelled paintings incorporating found elements. Examples of large format photography depicting an abstracted industrial narrative contrast with the delicacy of the works by artist Kelly M. O’Brien. Kelly’s mixed-media practice involves burning paper and layering with inserts of gold leaf and, for The Presidential Suite, focuses on a linear radiating pattern that recalls the bridge architecture viewed from the window as well as playing with a high/low contrast of material. Also in the collection is work by artist Laetitia Rouget, whose playful series focuses on simplistic line drawings of the human in thickly pulled paint – a modern interpretation of Lowry’s matchstick men.”