

NH HOTEL GROUP TO ADD PROPERTIES IN BELGIUM AND ITALY TO ITS ICONIC NHOW BRAND

With establishments already open and the others in the pipeline, nhow will soon have 11 hotels in Europe and Latin America



Rendering of the future nhow hotel in Brussels



Rendering of the future nhow hotel in Rome

London, 17th October 2018. Two of Europe's most cosmopolitan destinations, Brussels and Rome, have been selected by NH Hotel Group for the ongoing expansion of nhow, the Company's most avant-garde and ground-breaking hotel brand. The existing NH Brussels Bloom and NH Collection Vittorio Veneto hotels will be rebranded as nhow establishments following renovations designed to stimulate, surprise and inspire their visitors.

nhow in Belgium

The country's first nhow hotel will occupy an exclusive property owned by Pandox (a leading European hotel property company), in a lively area in the centre of **Brussels** close to the Botanical Garden.

The 305 rooms in the existing NH Brussels Bloom will be turned into a genuine art hotel: the new design aims to recast the attitudes and language of artists through a contemporary and renovated lens. The design concept for this hotel seeks to preserve the essence of a building that has oozed art and creativity since its origins, having served as a forum for expression for many a budding artist. The new nhow hotel in Brussels, half hotel, half contemporary art gallery, aspires to become a mandatory stop in the city's intense artistic ecosystem. The plan is to reopen the hotel under the nhow brand during the second half of 2019.



nhow in Italy

Following in the footsteps of the eclectic nhow in Milan, the Group plans to open a second nhow hotel in Italy in early 2020 in the timeless city of **Rome**.

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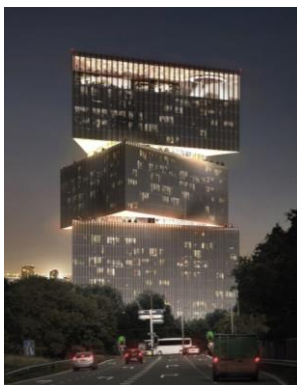
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The central NH Collection Vittorio Veneto, owned by NH Hotel Group, will see its 199 rooms and spaces reformulated to reinterpret the imperial city and its importance centuries on, from a present-day, disruptive and anachronistic viewpoint. It will look back at the empire's majesty, grandeur and legacy, but also at its excesses and vanities, a timeless city seen through the lens of a contemporary brand.

nhow is now!

The city of Marseille welcomed **nhow's début hotel in France** last month. Perched on the Corniche waterfront in one of the Mediterranean's most stunning bays, the building housing the new **nhow Marseille** has been fully refurbished by the Marseille-based architects and representatives of SHPB (Société Hôtelière du Palm Beach), Claire Fatosme and Christian Lefèvre, and Italian architect, Teresa Sapey. The hotel, with its 150 rooms, notably including a 130 m² penthouse suite, rounds out its guest proposition with three bars, a restaurant, spa, swimming pool, 14 meeting rooms with capacity for over 400 people and a 322-seat auditorium.



Elsewhere, at an event held on September, 26th in **The Netherlands**, the brand gave a first glimpse into the interior design planned for the upcoming **nhow Amsterdam RAI**, which is expected to open its doors in early 2020. With 650 rooms over 25 floors and a height of 91 metres, the nhow Amsterdam RAI will be the largest newly built hotel in the Benelux region. NH Hotel Group is moving this project forward together with its partners, the real estate developer COD and the world-famous firm of architects OMA, founded by Rem Koolhaas. The architectural structure of the building under construction comprises three triangular prisms pointing in different directions, symbolising the diversity that characterises the past, present and future of the city of Amsterdam. The interior design takes its inspiration from the six cardinal points to which the building's corners point with themes as varied as Amsterdam's Golden Age, Mexico's Day of the Dead celebrations and Japan's cherry blossoms.

The nhow brand is already a reference point for the most avant-garde cultural, social and artistic currents in four international cities in constant flux. Milan, Berlin, Rotterdam and Marseille already have their own nhow-branded establishments, while the chain's pipeline includes projects currently under development in Brussels, Rome, London, Amsterdam, Frankfurt, Santiago de Chile and Lima.

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nhow is the NH Hotel Group brand that singles out its most iconic hotels. Taking their inspiration from the cities in which they are located and designed by the most creative minds of the moment - Foster+Partners,

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OMA (founded by Rem Koolhaas), Karim Rashid, Sergei Tchoban and Matteo Thum, among others -, nhow is both a hotel and an explosion of inventiveness occupying one single space and offering a version of tourism that differs from the standard. They are an explosion of creativity concentrated in one place.

In devising the design concept for each nhow hotel, NH Hotel Group works with Enrique Tellechea, founder of the branding consultancy The Null, who is working top-down on the brand's construction. Nothing at a nhow hotel is preordained. Everything is unexpected, iconic, inspirational and surprising, from the lobby to the rooms, the restaurants, the corridors, the meeting rooms and the creative spaces. The nhow experience is unique for each guest but has the 'wow' factor in common. Located in key urban areas undergoing a transformation, nhow hotels quickly become landmarks for self-discovery, experimentation and creativity.

About NH Hotel Group

NH Hotel Group (www.nhhotelgroup.com) is a world-leading urban hotel operator and a consolidated multinational player. It operates close to 400 hotels and almost 60,000 rooms in 30 countries across Europe, America and Africa, including top city destinations such as Amsterdam, Barcelona, Berlin, Bogota, Brussels, Buenos Aires, Düsseldorf, Frankfurt, London, Madrid, Mexico City, Milan, Munich, New York, Rome and Vienna.

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