



SANCTUM SOHO HOTEL  
LONDON

PRESS PACK



Press Information  
Ben Groom and Rochelle Cohen  
Roche Communications  
020 7436 1111



## SANCTUM SOHO HOTEL

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During a recession, 'make do' is an admirable mantra, however we all need a little indulgence now and then, and new boutique hotel Sanctum Soho takes this to a delightful extreme.

Positioned on Warwick Street, Sanctum Soho is a 30 guestroom property that provides a 'whatever you want' policy. *If you want to stay in a stunning two bedroom, two bathroom Central London loft apartment with its own alfresco space - this can be arranged; If you want to watch your favourite film with friends in a private cinema - consider it done; If you want to hire a Harley Davidson to cruise around Soho - no worries; If you want to jam with a hired electric guitar – go for it; If you want to spend all night on a rooftop garden soaking in bubbles whilst drinking bubbles – it's fine with them.* In fact *if you want to do almost anything*, Sanctum Soho will oblige, within reason and the law that is...

### **The Hotel**

The realisation of two years planning and an investment of just under £10 million, Sanctum Soho is the brainchild of Concept Venues' Mark Fuller. Combining a private cinema events space, best of British 60-cover restaurant, stunning bedrooms, funky crash pads and a private roof-top garden, complete with 24 hour bar and alfresco Hydro Spa, alongside a level of service and host of extras worthy of a rock star, the hotel already has tongues wagging and is set to become the must-stay destination in the capital.

### **Design**

Spread over 20,000 sq ft, two Edwardian townhouses have been beautifully converted to create the seven-storey Sanctum Soho. Working within a stunning Grade II listed building with its original Liberty arts and craft staircase, the hotel's interior has been designed by Lesley Purcell of Can Do. Having worked extensively in the luxury hotel market, with previous projects including Claridges, The Savoy, The Langham, Berkeley and Connaught, Lesley's expertise is ideal for making the most of the space. Given the brief to conjure something different from the common place, well behaved, taupe and beige hotels, Lesley has drawn on classical styles whilst injecting frivolous, avant-garde elements that evoke the magic of Soho – bohemia meets rock and roll, disco meets cutting edge. Throughout the hotel further injections of life and colour come courtesy of an ever-changing gallery of modern art by Xavier Pick.

### **Rooms**

No plastic key cards here, each lavish enclave is unlocked with a classic metal key to reveal rooms that refuse to compromise on style; from crash pads – perfectly sized for short stopovers, through to superior and deluxe doubles, junior suites with fabulous in-room freestanding baths, and larger suites offering live, work and play areas.

Five distinctive mood schemes can be discovered across the bedrooms:

**Dark and sultry** - art deco timber veneers set against velvet Turnell & Gigon drapes and Abracadazzle chocolate walls create a collection of rich boltholes. Black bathrooms with fired earth inset mosaics and chrome Lefroy Brooks Bel Air taps further enhance the seductive setting.

**Glittering and glamorous** - a monochrome scene of mirrored surfaces, silver drapery, glass-beaded wallpaper and liquid silver tiles echoes early cinema sophistication against modern overtones to provide chic retreats for the exhibitionists among us.

**Opulent and decadent** - imposing black four-poster beds dominate rooms of deep purples and gold. Stern and kinky, Louis mirrors alongside silk drapes and a carved amethyst velvet chaise longue, tempt and tease guests into submission.

**Flirty and feminine** - blushing boudoirs of pale nudes and pinks provide romantic rooms of baroque fantasy. Housing French Louis XIV style furniture or curved sofas and circular beds, these luscious ladies are worthy of a visit.

For the ultimate in luxury accommodation, Sanctum Soho offers a unique garden loft suite with its own design scheme – a fusion of velvety reds and bronzes. This spectacular rooftop space boasts two junior suites complete with kingsize beds, two freestanding baths, shower rooms and divine dressing areas as well as its own cocktail bar and private roof terrace. This has to be the most exciting places to stay in the heart of London.

### **Sanctum Service**

In-room facilities have been carefully considered with the modern fast-paced urbanite in mind. iPod docking stations, DVD players, Wii consoles with Wii Fit at the ready, and complimentary WiFi, enhance the start-of-the-art entertainment systems, whilst 400 thread count Egyptian cotton bed linen, luxurious bathrobes, slippers and towels cosset guests in true luxury.

The 24-hour room service extends beyond convention, providing more of a lifestyle than a list of extras. Guests can make the most of a personal shopping service by Emily Cash; arrange in-room beauty treatments from facials and massages, to hair and manicures; hire a Harley Davidson from the front desk; take advantage of a guitar doctor service for an impromptu jam or simply fix those broken strings; and organise private security through the hotel. The Sanctum philosophy is simple; requests won't be questioned just fulfilled, and as the chief concierge, Jean da Silva has worked with A-list clients, he would be hard to shock.

Other in-room treats include a 'Box of Tricks' – a nice but naughty selection of gifts to buy including a Miller Harris candle, Myla 'Gina' side-tie knickers, Jimmy Jane sex kit and a Bijoux Indiscrets sleep mask / blindfold. For those who love to work out but have forgotten their running shoes, Sanctum Soho also provide a Nike shoe menu whilst temporary membership to a local gym can be arranged. As a hotel resident, guests may also enjoy access to the most exclusive nightspots ensuring they effortlessly become part of the capital's elite.

## **Cinema**

Sanctum Soho's subterranean 45-seat 'Cinema at Sanctum' is available for residents and their guests, or private party hire. Showing a reel of classic films into the wee small hours, guests can simply see what's on or request their favourite. With its own bar and removable furniture, the room can also be converted into a dynamic meeting and function space for up to 100 people, with state-of-the-art equipment available to hire for presentation and product launches.

## **Roof Garden & Lounge**

One of the hotel's most alluring assets, Sanctum Soho's roof garden & lounge provides the rarity of a comfortable smoking haven alongside a 24-hour bar and Hydro Spa Jacuzzi. Serving creative cocktails by Sanctum's Bar Manager Timothy Jarrett and picnic hampers from the hotel's restaurant, No.20, this alfresco hotspot will undoubtedly become synonymous with scandal and hearsay.

## **No.20 Restaurant**

Encompassing the spirit of the hotel, restaurant No.20 provides those guilty pleasures we secretly crave. With head chef, Gavin Austin at the helm, a menu of British firm favourites are given an accomplished twist to become brilliantly executed dishes that meet their fine-dining surroundings. Fish fingers turn into delicate bread crumbed salt cod cakes with tomato and chilli jam; burgers become lavish affairs of wagyu beef and foie gras; whilst a simple salad is a delightfully zesty blend of quinoa, pomegranate, spinach, avocado and pink grapefruit – sure to become a Soho sensation.

Open daily for breakfast, lunch, afternoon tea and dinner, as well as Sunday brunch, the 60-cover No.20 is a culinary oxymoron, it's intricate simplicity showcasing new depth to your cherished weaknesses.

### **Sanctum Soho – submit to pleasure**

20 Warwick Street, W1B 5NF

[www.sanctumsoho.com](http://www.sanctumsoho.com)

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For more information please contact:  
Ben Groom or Rochelle Cohen at Roche Communications  
Tel: 020 7436 1111 email: [firstname@rochecom.com](mailto:firstname@rochecom.com)

#### Notes to editors:

Entrepreneur, restaurateur and club impresario, Mark Fuller began his career managing bands and organising some of London's most successful club nights. Mark was responsible for original concepts including the Boardwalk on Soho's Greek Street and Little Havana on Leicester Square. The latter brought a slice of authentic Cuba to the capital as well as being Europe's largest bar. Both venues were hugely profitable and popular.

In November 1999, Mark launched the hugely successful Sugar Reef in Piccadilly, followed by Red Cube in Leicester Square in October 2000, firmly establishing Mark's credentials as one of London's most successful restaurateurs.

After selling Red Cube and Sugar Reef in the summer of 2001, Mark opened Embassy London on Old Burlington Street, which is still one of the West End's most successful nightspots.

In February 2003, Mark joined forces with Iron Maiden managers, Rod Smallwood and Andy Taylor, to form Concept Venues and together they opened The Inn on the Green, in Cookham Dean, Berkshire. Sanctum Soho is Concept Venues' most ambitious project to date.



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**FACT SHEET**

<b>Guest Rooms:</b>	30	
<b>Rack Rates:</b>	<i>Room type</i>	<i>Prices from, per room, per night</i>
	Crash Pad	£175
	Superior Double	£300
	Deluxe Double	£350
	Junior Suite	£450
	Suites	£650
	Two-bedroom Garden Loft Suite	£3500
<b>Address:</b>	20 Warwick Street, London, W1B 5NF	
<b>Tel:</b>	020 7292 6100	
<b>Email:</b>	reservations@sanctumsoho.com	
<b>Web</b>	www.sanctumsoho.com	
<b>Nearest tube:</b>	Piccadilly Circus and Oxford Circus	
<b>Owner:</b>	Mark Fuller	
<b>General Manager:</b>	Abbas Alhajj	
<b>Chief Concierge:</b>	Jean da Silva	
<b>Designer:</b>	Lesley Purcell, Can Do	
<b>Head Chef:</b>	Gavin Austin	
<b>Restaurant Manager:</b>	Dean Summer	
<b>Bar Manager:</b>	Timothy Jarrett	
<b>No.20 Opening hours:</b>	<i>Breakfast</i>	
	Monday to Saturday	6.30am to 11.00am
	Sunday	7am to 11.00am
	<i>Brunch</i>	
	Sunday	11am to 3pm
	<i>Lunch</i>	
	Monday to Saturday	12noon to 2.30pm
	<i>Afternoon Tea</i>	
	Monday to Sunday	3pm to 5pm
	<i>Dinner</i>	
	Monday to Saturday	6pm to 11pm
	Sunday	6pm to 10pm
<b>Credit Cards:</b>	All major cards	
<b>Disabled Access:</b>	Yes	
<b>Children:</b>	Welcome	
<b>PR:</b>	Ben Groom and Rochelle Cohen at Roche Communications Tel: 020 7436 1111 email: <i>firstname@rochecom.com</i>	