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CELEBRITY SUMMIT

In March this year, Celebrity Summit completed The Celebrity Revolution, part of Celebrity Cruises' biggest fleet-wide modernisation ever, with more than \$500-million in luxurious upgrades being made to take the brand's already award-winning fleet to the Edge. SPACE Editor Can Faik was invited aboard to experience the Revolution first-hand.

As part of its \$500-million fleet-wide modernisation programme, Celebrity Summit is making even more waves in the cruise world. From adding brand new staterooms and elevating design concepts and technology across the ship to adding The Retreat, an exclusive suite class experience including The Retreat Sundeck and The Retreat Lounge, the results are phenomenal. These new venues combined with its award-winning private Suite Class restaurant Luminæ are sure to please.



While onboard I was fortunate enough to meet and dine with Lisa Lutoff-Perlo, Celebrity Cruises' President and CEO, and she was keen to say, "Celebrity Summit is one of the most popular ships in the Celebrity Cruises fleet and we're excited to share the revolutionised design with the world. Celebrity Summit is better than she's ever been – with modernised spaces and exciting new experiences, and she's the first of our ships to feature our partnerships with American Ballet Theatre and Chef Daniel Boulud."

When updating staterooms and suites, every detail was thought through, with guest comfort at the forefront. Celebrity Cruises collaborated with renowned international hospitality firm Hirsch Bedner Associates (HBA) to transform the staterooms, while turning to famed designer Kelly Hoppen, MBE, to refresh the gorgeous suites and bring The Retreat to Celebrity Summit." >

SUITES & STATEROOMS

Revolutionising its award-winning ships gave the brand the opportunity to bring their already world-class suites to lavish new heights. After all, they like their guests to think of their accommodations as a home away from home as they travel the world. In Suite Class, Celebrity Cruises teamed up once again with Kelly Hoppen to bring the visionary ideas she started on Celebrity Edge to the rest of their award-winning ships. She infused the suites with her signature style – a subtle, coordinated fusion of East meets West with clean lines, neutral tones, and a warm, inviting opulence.

While HBA Miami has clearly breathed a new, contemporary life into the Celebrity Summit staterooms with a modern, streamlined design paired with a soft, soothing palette that complements the colours of the sea.

The refreshed staterooms have a sense of spaciousness and lightness, using material and tonal changes that subliminally organise the stateroom into 'active' and 'sleep' areas. The simple, tailored, timeless design speaks to the modern luxury and sophistication celebrated by Celebrity Cruises.

The sleek and elevated closets feature transparent doors and open shelving, enhancing the sense of openness and airiness in the new stateroom.

Abstract artwork caters to international tastes and adds a sense of domesticity. The velvety fabrics make for cosy and warm accommodations. The modularity of select furniture allows for some degree of personalisation to suit guests' needs.

The refinement of the bathroom's configuration offers storage for both towels and personal items, with efficient shelving and drawers. The shower's glass enclosure and door are a welcome upscale addition. The lighter colour palette is bright and fresh.

The new Celebrity Summit stateroom is the ideal sanctuary to relax and recharge, with sumptuous bedding to luxuriate in, custom furniture for lounging, and views that always inspire. It is the perfect escape at sea.





CASINO

The revitalised casino is an alluring, Art Deco-inspired atmosphere. The white envelope allows new features to shine: fluted columns, patterned glass, smoked mirrors, gold Art Deco accents, and regal blue and vibrant gold upholstery. The scheme brings the glam factor back to the casino experience.

The lounge within the casino is a place to see and be seen with rich detailing and clean, sparkling materials used to enhance the overall effect. The plush seating and dramatic finishes add a sense of elegance.

The sophisticated take on modern, classic design delivers a winning, vibrant gaming venue that thrills and entices, and guarantees an exciting, enjoyable time on the high seas. >





THE SPA

Celebrity Cruises revealed a new, wellness-focused spa design for The Spa by Canyon Ranch. The Spa features transformed treatment rooms, the salon, Persian Garden, fitness centre, and more to soothe guests from the moment they arrive.

Celebrity Summit is already turning heads after completing the dramatic transformation. The ship's revitalisation is the next chapter of The Celebrity Revolution, Celebrity Cruises' extensive modernisation effort.

Celebrity Summit is just the second 'Revolutionary' redesign for the brand, with Celebrity Equinox just completing and six more ships to be modernised by 2023.

The Celebrity Revolution will change the way you experience the world aboard Celebrity Summit.

DEVELOPER: Celebrity Cruises
INTERIOR DESIGN: Hirsch Bedner Associates and Kelly Hoppen
SUPPLIERS: Outdoor furniture: Shores Global, Kettal **Carpet:** Brintons
Lighting: Chelsom **Fitness equipment:** Technogym

www.celebritycruises.co.uk







HARD ROCK HOTEL LONDON

When Hard Rock founders, Isaac Tigrett and Peter Morton, opened the very first Hard Rock Café on London's Park Lane in 1971, they were given a six-month lease by the landlord – who thought they'd be lucky if they kept the place running for three months. On 30th April 2019, the Hard Rock Hotel London, the brand's 28th hotel, opened its doors and welcomed in its first guests less than a mile down the road from where it all began. Features Editor Sophie Harper visited the new hotel to see how it stands as the Hard Rock's latest superstar.

Music fans in the UK have been waiting with bated breath for the opening of the Hard Rock institute's first hotel in the country. Taking over the reins from the former Cumberland Hotel, Hard Rock International and glh Hotels partnered up to bring the world-famed brand back to its city of origin, and rather fittingly to the building that has accommodated a whole host of musical legends, from Jimi Hendrix, Nina Simone, and Stevie Wonder, to Bob Dylan, Diana Ross and Madonna.

On the corner of the capital's famous Oxford Street and Park Lane, opposite Hyde Park, the new Hard Rock Hotel London is an imposing building that stands just a few minutes' walk away from the brand's first ever Hard Rock Cafe® – something die-hard fans will appreciate. But other than the shiny gold hotel name and chequer-clad doormen, not much else from the exterior gives any hint to what awaits inside.

Two years in the making, award-winning architectural and interior design practice, Scott Brownrigg worked with the developers to create an atmospheric lobby area, Rock Royalty lounge, a whopping 900 rooms and suites, two bar

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areas, a Hard Rock shop, and of course an all-important Hard Rock Cafe® – complete with a raised stage area for live music. The team developed designs for the interiors using the brand's musical heritage as a starting point, with cues taken from forms such as the record player master disc and guitar fretboard to add subtle touches to the interiors.

Walking through the large glass doors from Park Lane, multifaceted gold and bronze wallcoverings are reminiscent of a '70s dancefloor and an Instagrammer's dream backdrop. Various rock and pop paraphernalia adorns the lobby, with Freddie Mercury's childhood piano taking pride of place in a glass box between a Paul Stanley (Kiss) feathered cape, one of Jimi Hendrix's Fender Jaguar guitars, and a t-shirt worn by David Bowie. As guests make their way to the check-in area, drumsticks hang from the ceiling, tips illuminated above the reception desks and, depending on the booking, Rock Royalty guests are shown to a separate area with access to the Rock Royalty lounge to be given the full A-List service. >





To reflect the Capital City and pay homage to London, the original birthplace of Hard Rock, Kate Jarret, Senior Interior Designer at Scott Brownrigg added: "The design had to represent the Hard Rock brand for the London market. To complement such a prestigious location, we chose materials that offered a luxurious high-end aesthetic and paired perfectly with a traditional British colour palette. Within the 370-seat cafe, we used a rich colour scheme of gold and heritage green that beautifully complemented the panelled interior and large ornate memorabilia framing."

Contrasting the traditional interior design of the cafe, other areas see the use of modern contemporary styling such as the Lounge Bar and the Rock Royalty Lounge, all of which were carefully planned to ensure the acoustics were the best they could be to facilitate live music performances and create a fantastic atmosphere for guests. >





Of the two bars, the cocktail bar that sits comfortably aside the Hard Rock Café, is a grown-up area perfect for enjoying a variety of cocktails on its crushed velvet bar stools whilst watching bands perform on stage. The main bar is positioned right in the centre of the ground floor of the building – between the lobby and the Hard Rock Café, central to the action, and resembles a fairground ride, like the Waltzer, with its lit-up 360-degree ceiling instalment and cylindrical centrepiece surrounded by individual group booths, which acts as a fun hive of activity with a typical Hard Rock evening party atmosphere.

On the floors above, 900 rooms claim a substantial part of London's square footage, putting the Hard Rock London firmly in the top three largest hotels in the capital. And each serves as a nod to the brand's musical heritage, from the subtly embroidered guitar bed linen to the height list of famous names etched on the mirrors, or the fun touches like the 'wardrobe change' signs on the walk-in wardrobes and Fender guitars and amps in the suites. Music-inspired artwork can be seen in every single room, and of course the box-framed memorabilia continues throughout the entire building.

So important is the thread of music here, that even the staff uniforms, created by tailor to the stars, Gresham Blake, have been created in collaboration with award-winning singer-songwriter Rag 'n' Bone Man and Slaves guitarist and vocalist, Laurie Vincent. Of the ten items, the collection includes a long-tailored coat that combines Rag 'n' Bone Man's own tartan

pattern with Laurie Vincent's artwork featuring in the lining of the jacket. "The collection exhibits a lot of rock idols shown through the printed linings, t-shirts, pocket squares and scarves and we have designed British woven cloths specific for Hard Rock Hotel London," said Gresham Blake.

Essentially, the Hard Rock Hotel London is a fun and outgoing space for music fans to socialise in and rest their heads after a night out at a gig or festival. It is everything the brand conjures in terms of informal and laidback American style, but beckons the slightly over-excited inner child to come and gaze at its quirky collection of curated music memorabilia too – with a few quintessential British elements thrown in for good measure. If anything can be said for certain of what guests can expect here though, it's got to be that – music fan or not – no one left alone in a room with an electric guitar can resist the urge to pretend they're a rock star, if only for a few minutes!

DEVELOPER: Hard Rock International & gth Hotels

ARCHITECTURE & DESIGN: Scott Brownrigg

SUPPLIERS: *Beds:* Hypnos *Lighting:* Chelsom *Showers:* Methven *Sink:*

Vitra *Taps:* Grohe *Towels and linen:* Fresh *Cutlery:* Folio Bryce

Guestroom TVs: Samsung *Coffee machines:* Nespresso *Toiletries:*

Gilchrist & Soames *Staff uniforms:* Gresham Blake

www.hardrockhotels.com/london

