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Louis T Collection and H&M Capital Pty Ltd Announce Reposition Plan for Perth's New Esplanade Hotel

Renovation includes reimagined guestrooms and new eating, drinking and co-working spaces

SINGAPORE (October 25th, 2017) -- The New Esplanade Hotel, the successor to the storied old Esplanade hotel that fell to the wrecking ball in the early 1970's, is embarking on a multi-million dollar renovation and repositioning that will reestablish its position as a vibrant link on Perth's Elizabeth Quay.

The hotel's new management company, Louis T Collection, and owners H&M Capital Pty Ltd, have commissioned a diverse team of architects and designers to carry out a revitalisation of the property that will breathe new life into its interiors, enabling it to reclaim its position among Perth's best hotels.

The current 67-room property was built adjacent to the site of the original Esplanade Hotel, which opened in 1898 and was demolished in 1972. A popular and architecturally significant landmark in its time, the Esplanade was an important social gathering spot, featuring a formal dining room and bustling saloon style bar. Although the New Esplanade Hotel, constructed after the original property's demolition, was designed and built with guest rooms and one small restaurant, its reopening in Summer 2018 will unveil a new 80-room property in addition of new public areas including a lobby café, rooftop bar and restaurant, and one of the city's most flexible co-working spaces.

Although design plans are still in early stages, the project team will stay true to the laid-back vibe of Western Australia, incorporating local style and craftsmanship into both the interior and exterior of the property. As a result of the extensive remodeling, the team plan to elevate the hotel to provide a more boutique luxurious feel which provides a taste of real Australian hospitality.

"The new look will create a space that is both modern and stylish and imparts a sense of Western Australia," said Interior Stylist Malvina Stone, who will be working on the redesign with Nicola Gibson, collaborative architect and the Perth based architectural firm Alda Consultants, led by Andrew Lian. "My experience in creating spaces that are truly livable will enable us to deliver a hotel that encompasses a balance between work and play and is as inviting as a home," Stone added.

For Stone, whose interior design firm specialises in multi-million dollar homes throughout Australia, the New Esplanade Hotel will be her first endeavor in the hospitality arena.

The interiors will be completely re-imagined. A new 24-hour lobby will connect to the outdoors through lofty French doors opening onto the Elizabeth Quay promenade. Comfy communal spaces will be added



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throughout including a cafe brewing up locally roasted coffee and bakery items that will be the cornerstone of the space, and open to guests and local passersby. The hotel will be driven by a sense of nature and community with classic overtures.

Design elements include Australian timbers, wool and linens. The feel will be comforting rather than 'showy', with a nod to local contemporary artists and palette.

Occupying the entire ninth floor will be Perth's first dedicated 24/7 collective work space where guests and locals can convene to work, meet, find inspiration and socialize.

The New Esplanade's top floor will be transformed into an airy, year-round indoor/outdoor rooftop bar and restaurant featuring sweeping views of the Swan River and promenade below. The menu will offer authentic grilled and shared food platters showcasing local produce, paired with Western Australian wines and craft beers. The aesthetic will incorporate the tones and textures of the region.

According to Lian of Alda Consultants, the exterior design will embrace a 'new meets old' philosophy to maintain the character of the property, while updating the existing bay windows and extending the facade of the roof top to highlight its location in the Perth skyline. Lighting will play a critical role in the exterior aesthetic, complementing the property's 'front and center' position in the new Elizabeth Quay waterfront development.



Back Row (left to right) : Adam Simkins, Andrew Lian, Robert Batrick; Front Row (left to right) : Malvina Stone, Nicola Gibson



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Louis T Collection will oversee the renovation with Robert Batrick, Louis T’s director of project services, as the lead. Batrick brings over 15 years of experience in the construction industry to the project, recently overseeing the 2016/2017 renovation and re-opening of Louis T Collection’s Mantra Samui Resort, an idyllic coastal retreat on the island of Koh Samui in Thailand.

“The New Esplanade has a beautiful essence that we’ll re-capture with the renovation,” said Adam Simkins, who as co-founder of Louis T Collection draws on more than 25 years of experience in the hospitality industry. “With the new design and added amenities, the hotel will maintain its independence and boutique character and will capture our essence of co-live, co-work, co-play.”



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About Louis T Collection

Louis T Collection is an innovative new force in hospitality management and building solutions with hospitality ties spanning back more than a century.



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The company's extensive suite of services is designed to elevate both independent hotels and small hotel groups to the next level of success, while allowing them to maintain their unique charm and essence of location. Louis T achieves this through leveraging a diverse range of expertise and leading-edge technology alliances that optimize styling, improve market share, operational performance and profitability.

Louis T Collection is a member of The Getz Group of Companies.

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