

# CROWN METROPOL

## MEDIA RELEASE

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### CROWN METROPOL - MELBOURNE'S NEWEST DESIGN-DRIVEN DESTINATION

**Melbourne, Australia, June 2010.** Following three years of planning and detailed development in collaboration with Crown's appointed design firm, Bates Smart, Crown Metropol is destined to captivate guests with its stunning design, thoughtful details, dramatic ambience and sweeping views.

The s-shaped building boasts jaw-dropping panoramic views from numerous viewpoints, including the hotel's outdoor terrace on level 28, from the double-height windows that shield the hotel's pool and sundeck on level 27, throughout the hotel's ground-breaking day spa, Isika, as well as from each and every one of the hotel's 658 rooms, studios and lofts.

In particular, the hotel's infinity pool appears to perch above the Yarra River and seems to magically unite with the water of Port Phillip Bay, creating a soothing and relaxed environment. From every vantage point, the hotel showcases Melbourne from a new, contemporary angle and allows guests to watch the city in silent motion.

Guests will be able to choose from a host of accommodation options from spacious and modern luxe rooms, to corner studios and lofts that feature additional living and dining areas as well as the option of selecting the calming cocoon of a spa room or loft that are located one floor below the hotel's day spa Isika, allowing private, secure and direct access to the spa and the option to enjoy pampering within the room or loft itself.

The spa rooms and lofts feature a colour palette that triggers instant relaxation and sense of calm. Botanical prints and tactile textures in tones of mauve and the palest green add to the sense of tranquillity.

The ultimate accommodation offering at Crown Metropol is "The Apartment", which had been designed with visiting high-calibre entertainers and leading business identities in mind. The Apartment looks and feels like a private residence. The attention to detail features inclusions such as a collection of hand-picked,

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second-hand books purchased at auction, an eclectic display of artwork and an oversized ottoman made by local saddle-makers to name a few.

The Apartment is both an ideal retreat as well as a space for intimate gatherings. Unexpected touches include trompe d'oeil pieces of art and custom-made furniture that looks like anything but what you'd expect to see in a hotel.

All of the hotel's lobbies, meeting rooms, spa, public spaces and 658 rooms, studios and lofts showcase specially-commissioned Australian artwork.

Astute guests will notice that the colour palette in '28', changes from pink to blue to yellow. A bookshelf adorned only with blue-spined volumes adds a sense of humour and element of surprise. The trompe d'oeil is in fact not a bookshelf, but artwork created by Australian artist David Sequiera.

Early reports indicate that diners are already inquiring about the eye-catching light fittings at maze. The over-size beacons are designed by leading lighting specialists, Foscarini of Italy. The hotel's two restaurants, maze and maze Grill are cleverly designed to function from early morning until late at night and cater for large hotel groups, private meetings as well as small groups and couples. Bespoke screens shield diners from others while at the same time allowing guests to soak up the restaurant's beehive-like atmosphere.

All of Crown Metropol exudes an electricity that something exciting and unexpected is about to happen. The hotel's design challenges tradition and adds a sense of fun with unorthodox elements, dark, dramatic shapes and earthy, grounded silhouettes inspired by nature.

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