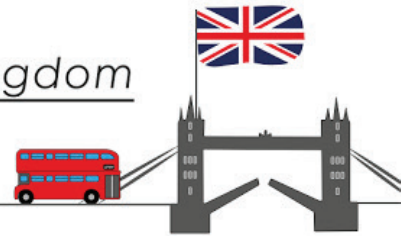




United Kingdom



January 27, 2014

### **LONDON - ACE HOTEL SHOREDITCH**



You have been to London more than 10 times ... Buckingham Palace, Oxford Street, King's Road, the Tate Modern, The British Museum, Harrods, Savile Row, Big Ben and the London Eye have no more secrets for you ... It's maybe time to change something in your predictable life ! What about staying in a new neighborhood full of cultural and industrial history ? What about the Shoreditch district ? The Shoreditch multicultural neighborhood is definitely today the creative and dynamic hub in London with many interesting galleries, theaters, street artists, open-air markets ( Brick Lane ), fashion designers, restaurants, pubs, lofts, warehouses and high-tech entrepreneurs.

This is also the trendy area selected by an american private investment firm ( Starwood Capital Group ) in order to develop the Ace Hotel. The unconventional hotel was designed by the British architect Universal Design Studio. Each of the 258 room is unique, decorated with a collection of furniture, vintage objects and inspired artworks from local artists ... you feel like entering a friend's apartment ... very Berlin style ! Please note that the hotel features in the evening DJs, live music and parties. It sounds like the perfect spot for a young, hip, lively and insomniac clientele ... slightly less for a business trip to London. If you were looking for a calm and restful stay in London, then you better reserve a double room at Buckingham Palace ...

#### **ACE HOTEL LONDON**

100 Shoreditch High Street  
London - E1 6JQ - England  
Tel. + 44 20 7613 9800

Average starting price per night  $\approx 122 \text{ €} \approx 148 \text{ Euro} *$   
Standard Double Bed Room

*\* Prices do not include 20 % tax !*

PS : The ACE Hotel Group also proposes hotels in **Los Angeles**, **New York**, **Palm Springs**, **Portland**, **Seattle** and **Panama**.



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