



ART

ROSEWOOD LONDON





A WORK *of* ART IS *the* UNIQUE RESULT *of* A
UNIQUE TEMPERAMENT

OSCAR WILDE



THROUGH THE WROUGHT-IRON GATES
and carriageway *into* the stylish interiors of
Rosewood London, *the* design of *one* of London's
newest ultra-luxury hotels tells *a* unique story.
Aligned *with* A Sense of Place® philosophy, the
art *and* interiors reflect *the* British capital's unique
history, culture *and* sensibilities.

A SENSE *of* DISCOVERY

A SENSE *of* PLACE®

ROSEWOOD LONDON



ART IN RESIDENCE

QUIRKY CURIOSITIES

ORIGINAL PAINTING BY

EDUARDO HOFFMANN

A LATIN AMERICAN PAINTER,
INTERNATIONALLY ACCLAIMED



THE LOBBY SHELVES ARE FILLED TO THE BRIM WITH A QUIRKY collection of curiosities *from* an exceptional array *of* artists. From *the* flock of “British Pop Art Birds” reflecting *the* style *of* the Pop Art movement of *the* mid 50s *to* the “Strawberries and Cream,” synonymous *with* the esteemed Wimbledon tennis tournament, *the* lobby *is* an intriguing space, *where* artists can push *the* boundaries of contemporary art. As seen on the left, the giant Botticelli foot appearing *from* the clouds onto *an* urban London street *is* a tribute to *the* surreal Monty Python’s Flying Circus, a TV comedy sketch shown *in* the late 1960s *and* 1970s.

LOBBY



THE BRITISH BULLDOG, AN UNMISTAKABLE CANINE, often represents England *as well as* Sir Winston Churchill. It *has* been adopted *by* the “followers of fashion” on *many* occasions, from punks *to* more recently on *the* catwalk *of* the Mulberry fashion show. Sitting proud in *the* lobby, Rosewood London’s British Bulldog sculpture *has* been adorned *with* an authentic Vivienne Westwood collar.

LOBBY





THE MIRROR ROOM HOLDS EXTRAORDINARY 3D ARTWORKS BY Simon Bingle, intended *to* illustrate *the* relentless development of the city - no sooner has a map been finished that it is out of date, such *is* the relative speed *of* these developments. The pyramids represent *the* progress *on* new buildings *and* roads on the original landscape *with* these forms covered with *new* maps showing the denser building coverage *and* disappearance *of* the open fields.

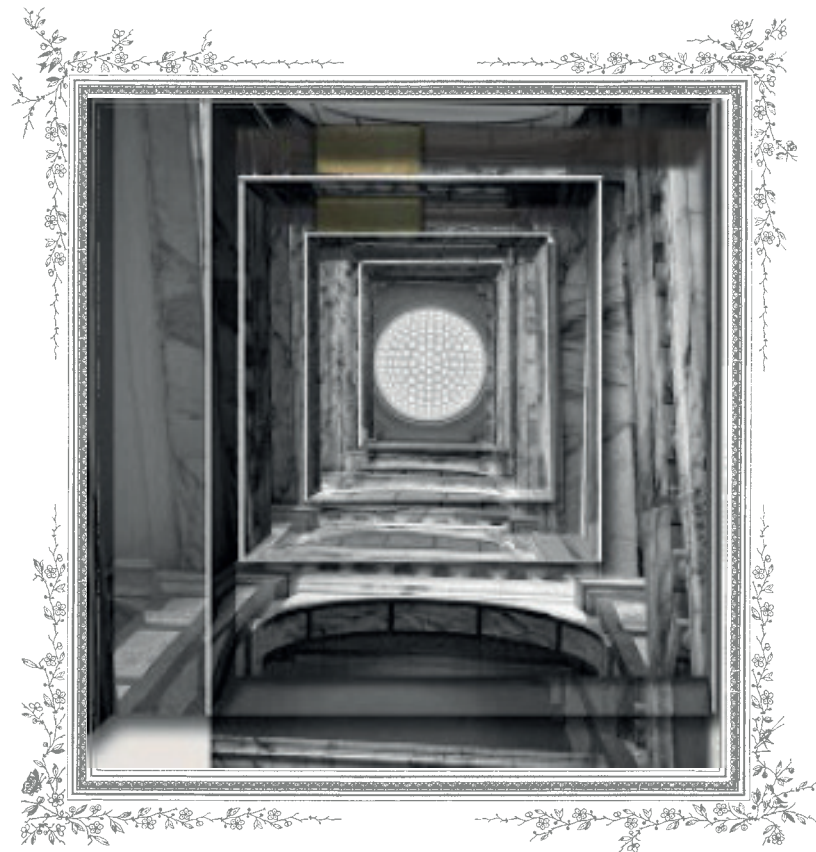
MIRROR ROOM



THE ZEBRA AND THE JACK RUSSELL ARE TWO FANTASY SCULPTURES BY Peter Osborne. The juxtaposition *of* the two animals creates *an* interesting dynamic *on* the wall which attracts plenty *of* intrigue. The two sculptures *are* both created *in* resin *and* finished in paint and lacquer. The coat *on* the Jack Russell *has* been created from postage stamps.

THE LIVING ROOM





THE EVENTS STUDIO IS HOME TO ANOTHER 3D CONSTRUCTION BY
Simon Bingle which *was* specially commissioned *in* honour *of* the
architecturally exhilarating Grand Pavonazzo staircase *in* the heart
of *the* hotel. The art piece reflects *a* view from many angles *and* on
multiples plains *of* steps, highlighting *the* almost
never-ending feel *of* the staircase.

EVENTS STUDIO





MORE AKIN TO A COUNTRY MANOR HOUSE THAN A HOTEL, the rooms *and* suites of Rosewood London combine British heritage *and* contemporary sophistication. Providing *a* stylish residence *in* central London, *the* accommodation offers guests *a* unique insight *into* the world *of* art. Including specially commissioned artworks, carefully curated sculptures *and* bespoke objets d'art, guests *can* enjoy leisurely pondering masterpieces, *of* all shapes *and* sizes, whilst in *the* comfort of *their* very own room or suite.

ACCOMMODATION





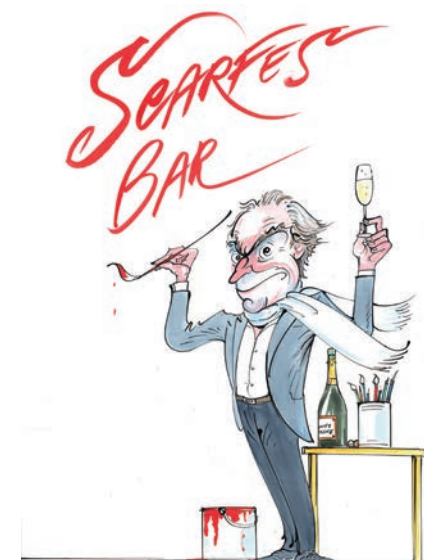
ARTFULLY SOCIAL

SCARFES BAR

WHERE PAINTINGS AND
POTIONS MEET



GERALD SCARFE, RENOWNED BRITISH ARTIST AND CARICATURIST, has lent *his* name *and* artistic vision *to* Scarfes Bar. Gerald's collection *of* amusing *and* conversation-provoking paintings adorn the marble walls turning Scarfes Bar *into* a living canvas, described by Gerald *as* "my personal art gallery, where you *can* see *my* life on these walls." Gerald's collection *of* original paintings depict well-known historical *and* famous faces recounting *the* colourful history of *the* United Kingdom *in* Gerald's witty *and* satirical way. There is *also* a changing exhibition in *the* corner *of* the bar. Dubbed *the* "artfully current" corner, *this* wall continuously evolves *as* topics in *the* news arise *in* current affairs.





A COLLECTION OF BLACK AND WHITE PHOTOGRAPHS CAN BE FOUND IN the lift lobby *and* corridor leading towards *the* Grand Ballroom. Many *of* these images were taken *by* Cecil Beaton, *a* designer for film *and* stage and leading British photographer *of* the twentieth century *whose* portraits included *those* of celebrities *and* debutantes.

LOWER GROUND FLOOR





THE WITTY ILLUSTRATIONS OF JAMES GILLRAY FIND THEIR HOME IN
the heritage boardroom, Sir James. Reflecting British history,
the illustrations record *the* rich political *and* social culture *of* Great
Britain between *the* mid 18th *and* early 19th century.

SIR JAMES



THE FITNESS SUITE INCLUDES A SERIES OF INSPIRING PHOTOGRAPHS, focusing on *the* free-running craze *of* parkour. Those practising this holistic discipline *use* movement developed *from* obstacle training to quickly *and* seamlessly move through *the* urban landscape using *only* their bodies *and* their surroundings.

FITNESS SUITE





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