



PRESS KIT
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REDEVELOPMENT OF THE HILTON BRUSSELS CITY & CROWNE PLAZA "LE PALACE"

PANDOX UNVEILS NEW PLANS FOR TWO OF ITS HOTELS IN BRUSSELS

The current hotel complex between Place Rogier and the Botanical Garden (Saint-Josse district), composed of two 4-star hotels, will be completely redeveloped between May 2019 and the first quarter of 2022 by the Swedish hotel property company Pandox.

The first project is the full renovation and refurbishment of the Hilton Brussels City, which is to be renamed "Hotel Indigo" on November 4th 2019 and marks the IHG group brand's début in the city. The second project involves the renovation and potential expansion of the Crowne Plaza "Le Palace", an art deco hotel dear to the people of Brussels.

On the administrative level, the architectural planning for the expansion is under the watchful eye of the Brussels Region Bouwmeester, Kristiaan Borret. The projects will generate many jobs with priority given to Brussels locals.

I. HILTON BRUSSELS CITY BECOMES HOTEL INDIGO

The Hilton Brussels City, will be rebranded Hotel Indigo as of 4 November 2019. Its interior will be refurbished and its exterior completely refreshed including a green façade on the Place Rogier side.

The hotel will be reopened under the Indigo brand (part of the IHG group), a first for a Brussels hotel. This brand takes pride in, beyond exceeding the criteria for a four-star boutique hotel, offering a well-integrated local experience within the hotel's direct environment. In light of the hotel's immediate proximity, both physically and visually, to the Brussels Botanical Garden, it seemed an obvious choice to draw inspiration from there for the design of both the hotel's rooms and public areas.

The task was assigned to the agency of the Belgian interior designer Will Erens of Too Many Agencies (www.toomanyagencies.com). Alina Rusenko, one of his interior designers has come up with three different styles for the 284 rooms spread across the hotel's eight floors: tropical (3 floors), herbal (3 floors) and floral (2 floors). A subtle yet complete immersion, each floor submerges the visitor in a unique atmosphere, from corridors with themed lounges, to the bedrooms, all decorated in a warm and daring modern style.

The ground floor features a vast 750m² space. Baptised SERRA, it gives pride of place to plants of all kinds, just like in a greenhouse. This space will be a warm living room, an escape, a relief, shielding the visitor from the hustle and bustle of the inner city. It is to be divided into two areas, a "slow food" restaurant at the front and an environmentally conscious restaurant concept at the back. Both are intended to entice the outside public into the hotel.

II. THE CROWNE PLAZA "LE PALACE" WILL BE RENOVATED AND PLANS TO BE EXPANDED

The redevelopment project of the Crowne Plaza "Le Palace" will refurbish the historic building and plans to expand it by constructing a 4,300m² annex on the adjacent plot of land. For the design of the annex, from the 72 proposals submitted, the Milan-based Onsitestudio - Piovenefabi (www.onsitestudio.it) has been selected. An application for a building permit has been submitted. The full renovation work on the historic building and its 354 rooms is slated for completion in 2020. Providing a building permit will be granted the new part should open not later than the first quarter of 2022. Upon completion of all the works the hotel will boast 500 completely refurbished and newly built guest rooms.

Formerly known as Hotel Le Palace, this art nouveau style hotel with geometric lines was built in 1908-1909 to plans drawn up by the architects Antoine Pompe and Adhèmar Lener. In order to respect the original building's unique character, Onesitestudio has devised an innovative architectural project that creates continuity by analogy with the adjacent buildings, both in terms of overall size and proportions. The project aims to carefully reinterpret the missing building by creating a new facade with a strong urban character. The new hotel, with its bow window facade, will evoke the tone of 19th century Brussels architecture while echoing the neighbouring Pompe building and referencing Horta.

On the hotel roof, and with direct access from the street through a dedicated elevator, an almost 400m² roof garden will await hotel guests and the outside public alike and boast a Skybar and a restaurant over two floors of nearly 650m². The bar, a sort of "folded" pavilion crowning the building, is set slightly back from the edge to create a landscape of terraces and balconies overlooking the Botanical Garden, the old town and Place Rogier.

On the ground floor, on the corner of Place Rogier, a 250m² commercial space, separated from the hotel in terms of location and access, will likely be occupied by an internationally renowned restaurant concept.

One of the unique selling points and strengths of the Crowne Plaza Hotel "Le Palace" redevelopment is the construction of a second ballroom of approximately 500 m² and four additional meeting rooms, on top of the already existing 16 meeting rooms and ballroom. The total meeting surface of the hotel, including foyer and pre-function areas, will amount to approximately 2750m².

The Crowne Plaza renovation and potential expansion (subject to building permit) will meet the sustainability criteria set by the international BREAAAM (Building Research Establishment Environmental Assessment Method) certification, making it eligible for this certification, never before granted to a Brussels hotel. BREEAM measures a wide range of criteria's from energy to the environment (energy, water use, health and well-being, pollution, transport, materials, waste, the environment and management processes). It is a benchmark for sustainable construction and has become one of the most comprehensive and widely used methods to assess a building's environmental performance.

III. ABOUT PANDOX

Pandox is a leading owner of hotel properties in Europe with a focus on sizeable hotels in key leisure and corporate destinations. Pandox's hotel property portfolio currently comprises 144 hotels with approximately 32,300 hotel rooms in 15 countries. Pandox's business is organised into Property Management, which comprises hotel properties leased on a long-term basis to market leading hotel operators, and Operator Activities, which comprises hotel operations executed by Pandox in its owner-occupied hotel properties. Pandox was founded in 1995 and the company's B shares are listed on Nasdaq Stockholm.

Pandox owns eight hotel properties in Brussels: The Hotel Brussels, Crowne Plaza Brussels – Le Palace, NH Bloom, Holiday Inn Brussels Airport, Hilton Brussels City (future Indigo Hotel), Hilton Grand Place, NH Berlaymont Brussels EU, Hotel Hubert. As well as the Crowne Plaza on the ring of Antwerp.

More info: www.pandox.com

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