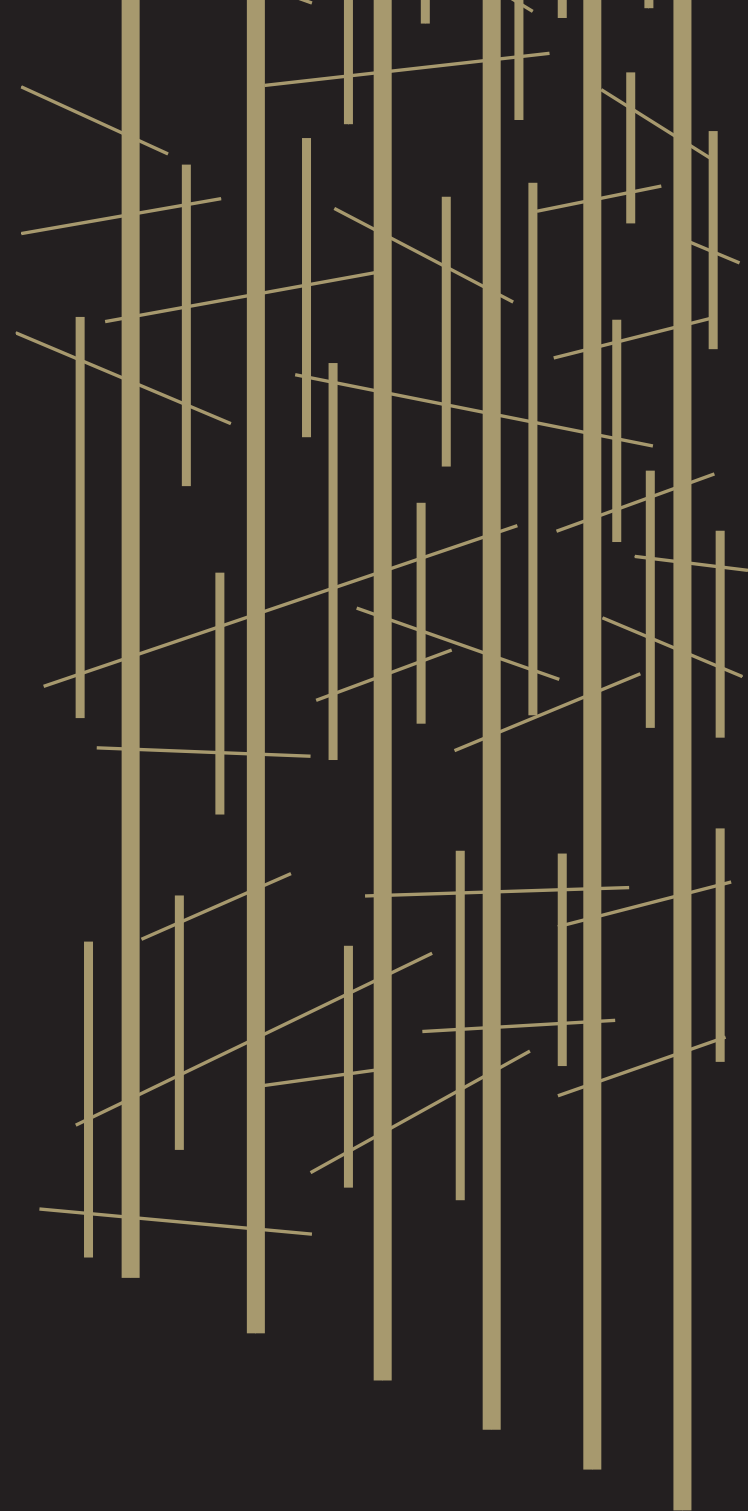
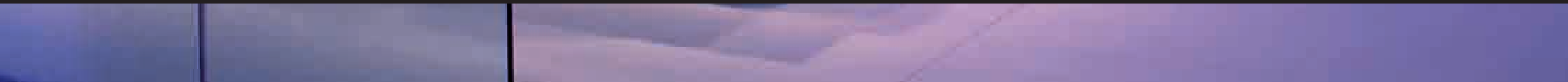


# THE CUMBERLAND



**Inspirational reception. Passionate welcome.**







## THE CUMBERLAND

Plenty of people talk about their 'vision'. Far fewer have the courage to see it through. Our vision for The Cumberland was to create a hotel that would inspire, enthrall and amaze, by combining challenging contemporary design with the very highest levels of comfort and service.

This is the result. A world-class hotel filled with original sculpture, paintings and other pieces that make it a work of art in itself. You won't have stayed anywhere like it before. Because there is no other hotel like The Cumberland. It could only be a Guoman hotel.

UNIQUELY  GUOMAN



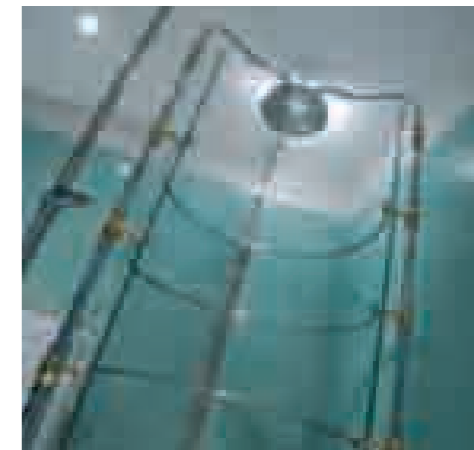
**INDIVIDUAL. ATTENTION.**

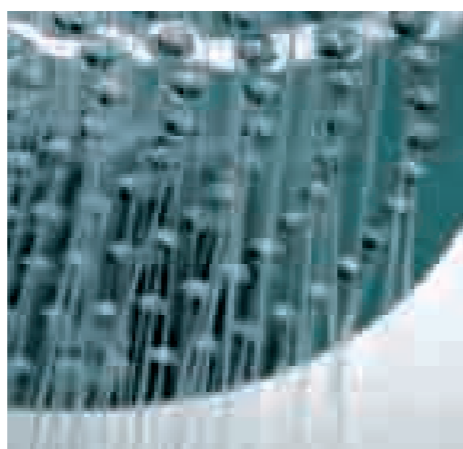
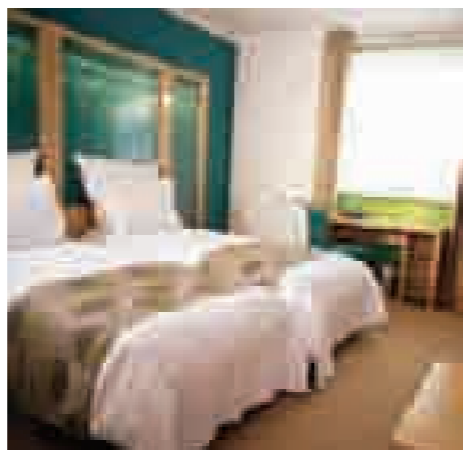
We gave our bedroom design team some blank paper, chunky pens, plenty of time and complete creative freedom. Then we sat back and savoured the results of their genius. Now it's your turn.



**DESIRABLE. RESIDENCE.**

This is our contemporary-design-meets-superlative-comfort philosophy realised on a grand scale. The superbly appointed bathrooms in our suites and apartments have separate baths and showers. Each room has a 32-inch LCD television – and we've paid our customary attention to detail, right down to the complimentary umbrellas. In fact, it's got everything - including one of the most prestigious postcodes in London.

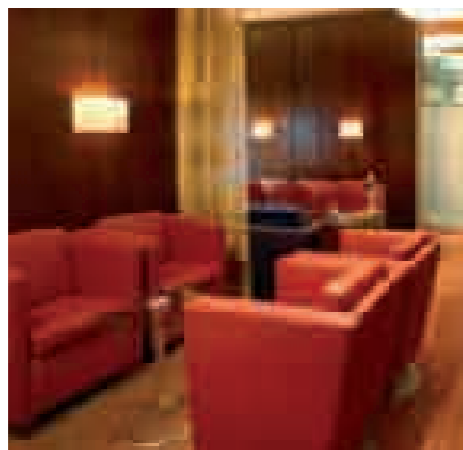




## BEDROOMS

Some people want a hotel to be a home-from-home. Our guests generally want something a bit different from home – not so much a place to stay as an experience. And that's what our bedrooms deliver.

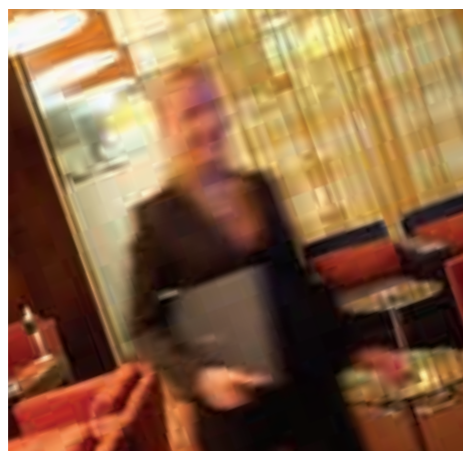
We've paid plenty of attention to detail; the little things that, when you add them together, aren't so little after all. Like thick, comfortable mattresses and pure Egyptian cotton bed linen. Sumptuous bathrobes – just the thing after the invigorating power shower we've installed in every bathroom. The plasma-screen TV. And yes, those are specially-commissioned original works of art on the wall. We said there was nowhere else like The Cumberland. These are the things that make it unique. And make you feel you already want to come back.



#### EXECUTIVE. LOUNGE.

Taking a suite or apartment at The Cumberland gives you access to a rather exclusive club. And, like London's other famous members-only establishments, the facilities and ambience of our Executive Lounge reflects the particular tastes and requirements of its discerning clientele.

With free internet access and printing facilities, plasma TV screen with DVD player, newspapers, books, and complimentary soft drinks, tea, coffee and pastries available all day, it extends your options for working, entertaining or simply relaxing.





## GYM

Run. Row. Push. Pedal. Lift. Stretch. And...relax.

We understand that, for some of our guests, 'leisure' isn't the same as 'taking it easy'. And if London's iconic landmarks (or the MD's presentation) weren't enough to set your pulse racing, our Gym might just do the trick.

Self-contained, air-conditioned and fully equipped with the latest resistance and cardiovascular equipment, it's the perfect place to burn off any excess energy you've got left over. Just what you need to work up an appetite – and then indulge with your conscience clear.

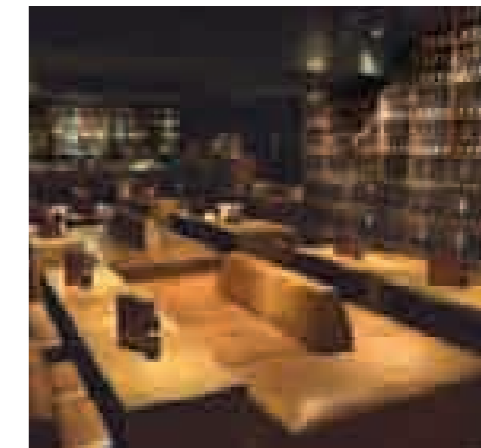
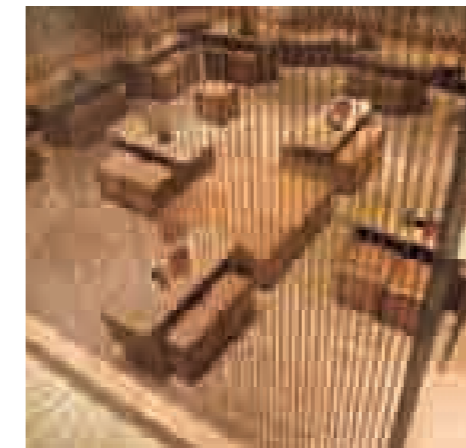


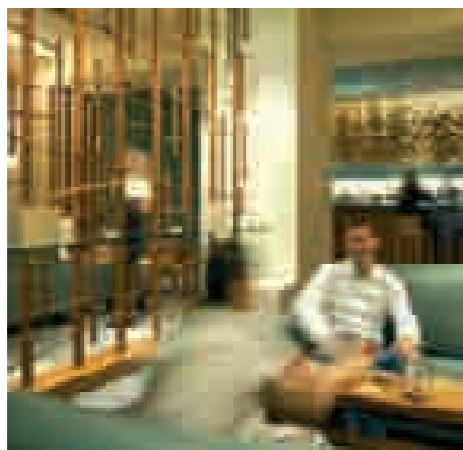


#### **CARBON. MIX.**

An inspiring shot of sultry Shoreditch style in well-heeled W1 – that's Carbon, with its mix of industrial glamour, bold architecture and 21st century living.

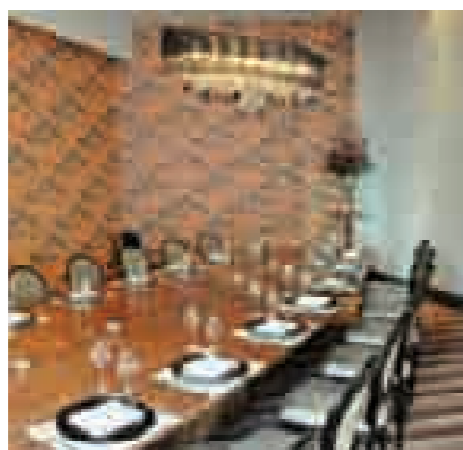
Music is provided by our own and guest DJs, who've headlined at clubs across London and Ibiza. Keep it low-key in the heavy-industrial Chain Room, or see and be seen in the VIP Champagne Room on the mezzanine level. Either way, you'll be in your element.





#### KUA

Peace and quiet are in fairly short supply in Central London. So come and share ours. In a secluded corner of the hotel, Kua's comfy sofas and laid-back atmosphere offer the perfect antidote to a day in the city. It's a friendly, informal place to meet for drinks and nibbles, and see how this part of London likes to relax.



#### RHODES PRIVATE DINING

The finest contemporary cuisine, in surroundings inspired by a golden age. Glittering chandeliers and bold Art Deco wallpaper lend glamour and elegance to your private banquet, working lunch, birthday or family celebration. And whether you're a party of 8 or 22, you can keep it simple with dishes from our Rhodes W1 Brasserie, or explore our fine dining menu and discover just why it's been awarded a coveted Michelin star.



#### RHODES PATRÓN BAR

Our new cocktail bar is named after, and inspired by, the world's finest tequila brand. Which, as you'd imagine, lends it a very special ambiance: laid-back and sultry, yet full of life and colour; the perfect setting for drinks after work, before dinner or late into the night. Something you could definitely develop a taste for.



#### RHODES W1 RESTAURANT

Enjoy world class Michelin starred cuisine from Head Chef and Gary Rhodes' protégé, Paul Welburn. Inspired by Gary's creativity and legendary attention to detail, Paul uses the very best seasonal ingredients to create mouth-watering classic British dishes with a unique, European twist.

Designed by Kelly Hoppen, with beautiful antique mirrors draped in plush velvet, stunning Spina crystal chandeliers and original French chairs printed with Gary's own handwritten recipes, guests can enjoy unbeatable food in a rich and luxurious atmosphere.



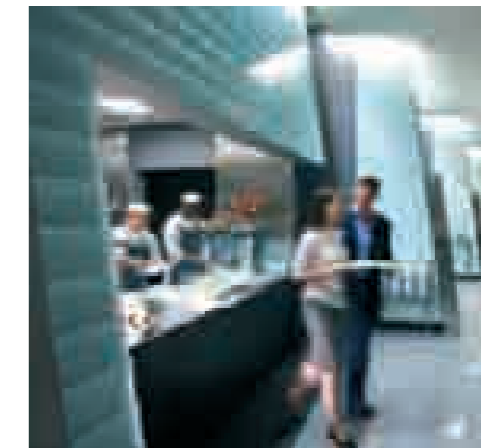
#### **RHODES W1 BRASSERIE**

Our Rhodes W1 Brasserie is the perfect setting for a relaxed lunch or dinner. And because it has his name on it, you'll find all Gary's trademark innovation, indulgence and dedication to flavour in the menu, created by Head Chef Darrel Wilde.



#### **THE MARKET**

Whatever you're doing today, start here, with breakfast cooked to order in one of our five open kitchens. And if you're with us on business, service continues as long as your meeting or event, providing meals throughout the day.





**INSPIRING. EVENTS.**

You've got a big idea, an important message, or just a lot of people you want to bring together. We've got the setting, the stage and all the space you need. So relax: everything's going to work out perfectly.



## MEETINGS & EVENTS

No conventions here. Because if you really want your people to dream, create and think the unthinkable, they need to be inspired by their surroundings. Our conference facilities are intended to do just that. Being part of The Cumberland, they're another masterclass in arresting modern design, with the 26 meeting rooms grouped into three themed zones. But because they're also separate from the rest of the hotel, with their own dedicated break out areas, hospitality services and lift access, you can focus entirely on the job at hand. It's a place to make decisions, connections, progress – and a lasting impression.







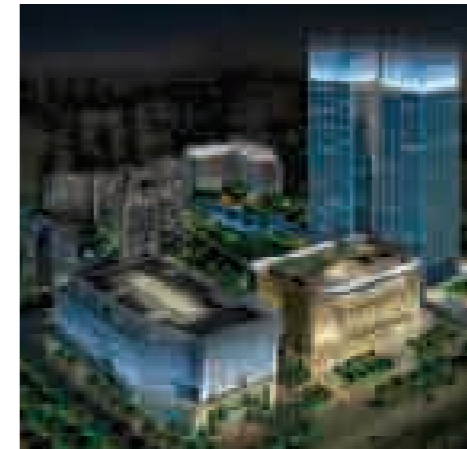
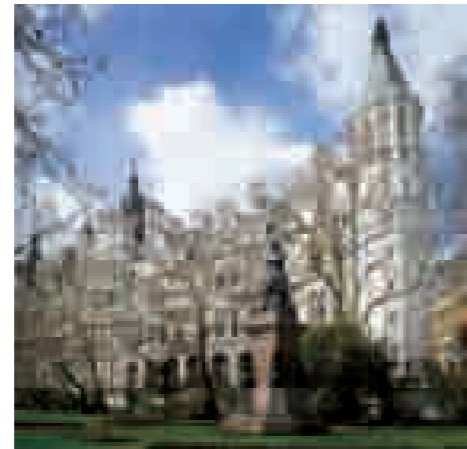
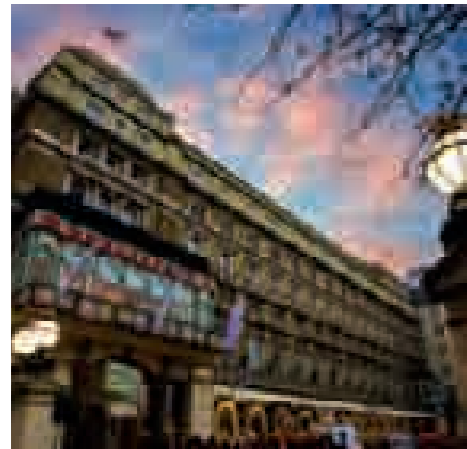
**AN INTERNATIONAL HOTEL BRAND.**

At Guoman, we're creating an international collection of deluxe hotels. Each has its own distinctive character, defined by its location, architecture, heritage and atmosphere.

What unites them is the highest standards of comfort and service in the business: our own. Whether you stay at The Cumberland or any of our other London hotels, you'll receive exemplary service that embodies the values of the individual hotel, and the Guoman brand – a brand that's become a byword for excellence around the world.

The Guoman collection already includes four of London's best-known hotels. Now, we're bringing our unique experience and expertise to Asia, with the launch of magnificent new hotels in Shanghai and Beijing.

These are exciting days for us and the perfect time for you to discover what makes our hotels uniquely Guoman.



CHARING CROSS

THE ROYAL HORSEGUARDS

THE TOWER

SHANGHAI

BEIJING

# THE CUMBERLAND



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