

SLEEPER

GLOBAL HOTEL DESIGN

Manhattan Loft Corporation unveils plans for The Stratford



The Stratford, a 145-key hotel located within London's new Manhattan Loft Gardens skyscraper, is set to open in spring 2019. Merging short term stays with long-term living, the concept is inspired by the timeless glamour and long-term residents of New York's legendary 1950s hotels.

Situated in the upcoming cultural hub of Queen Elizabeth Olympic Park, the 42-storey complex is the brainchild of Manhattan Loft Corporation's founder and CEO Harry Handelsman, who was also behind the restored St Pancras Hotel and Chiltern Firehouse. Handelsman has tasked Skidmore, Owings & Merrill (SOM) – the architects responsible for the Burj Khalifa and One World Trade Centre – with designing the double-cantilevered skyscraper, which features expansive living and accommodation spaces with a focus on communal areas, three sky gardens and two restaurants.



Occupying the first six storeys of the building with 145 guestrooms and suites, The Stratford Hotel features contemporary interiors by Space Copenhagen, the designers behind renowned Copenhagen restaurant Noma. The triple-height lobby will encompass a nine-metre-high fireplace and art installation by Paul Cockshedge, while spacious guestrooms offer floor-to-ceiling windows, stone-clad bathrooms with heated floors and separate bathtubs.

The culinary offering, meanwhile, is made up of two restaurants; the 7th floor will see destination eatery Allegra open under the former head chef of The Chiltern Firehouse, Patrick Powell. The venue will replicate Hackney's natural environment through an expansive wild meadow and roof garden, which boasts outdoor seating amongst the herbs and vegetables growing for use in the kitchen. Elsewhere, The Stratford Brasserie is situated on the ground floor under the creative direction of Ben Harrington, formerly of Soho House Group, and serves light dishes using British ingredients.



The development will also offer a cultural calendar, created by the hotel's handpicked cultural committee. Live music, pop-up house parties and fitness events will take place throughout the building, including the three sky gardens carved into the tower at the 7th, 25th and 36th floors. Each garden provides a different use; the 36th, a relaxing lounge with daily yoga classes and panoramic views of the city; the 25th, sheltered from the elements by the tower's unique cantilever, is heated with fire pits, barbecues and a bar; and the 7th, a large garden with water features, herb gardens and seating for Allegra. Events will also be held in the Alex Gorlin-designed Penthouse on the 41st floor, while the mezzanine will act as a lounge bar by day, and become an after-hours club with live DJs by night.

"Picture the perfect 21st century hotel, what do you see? Impeccable facilities, immaculate service and a great location are all vital," says Harry Handelsman, CEO of Manhattan Loft Corporation. "But it needs that unique pulse those famous Manhattan hotels had, like the Carlyle, the Chelsea. A club, meeting place, hotel and home that never treats you like you're ordinary."

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