

The Stratford Hotel to open in east London skyscraper



A 145-room hotel is set to open within the Manhattan Loft Gardens building in east London's Queen Elizabeth Park in May.

The Stratford Hotel will occupy the bottom six floors of the 42-storey, 135-metre tower.

The seventh floor will be home to Allegra, also opening in May, a restaurant serving seasonal European dishes led by former Chiltern Firehouse head chef Patrick Powell.

The floors above primarily contain the property's 248 apartments, which opened this month. Three floors also contain outdoor garden spaces.

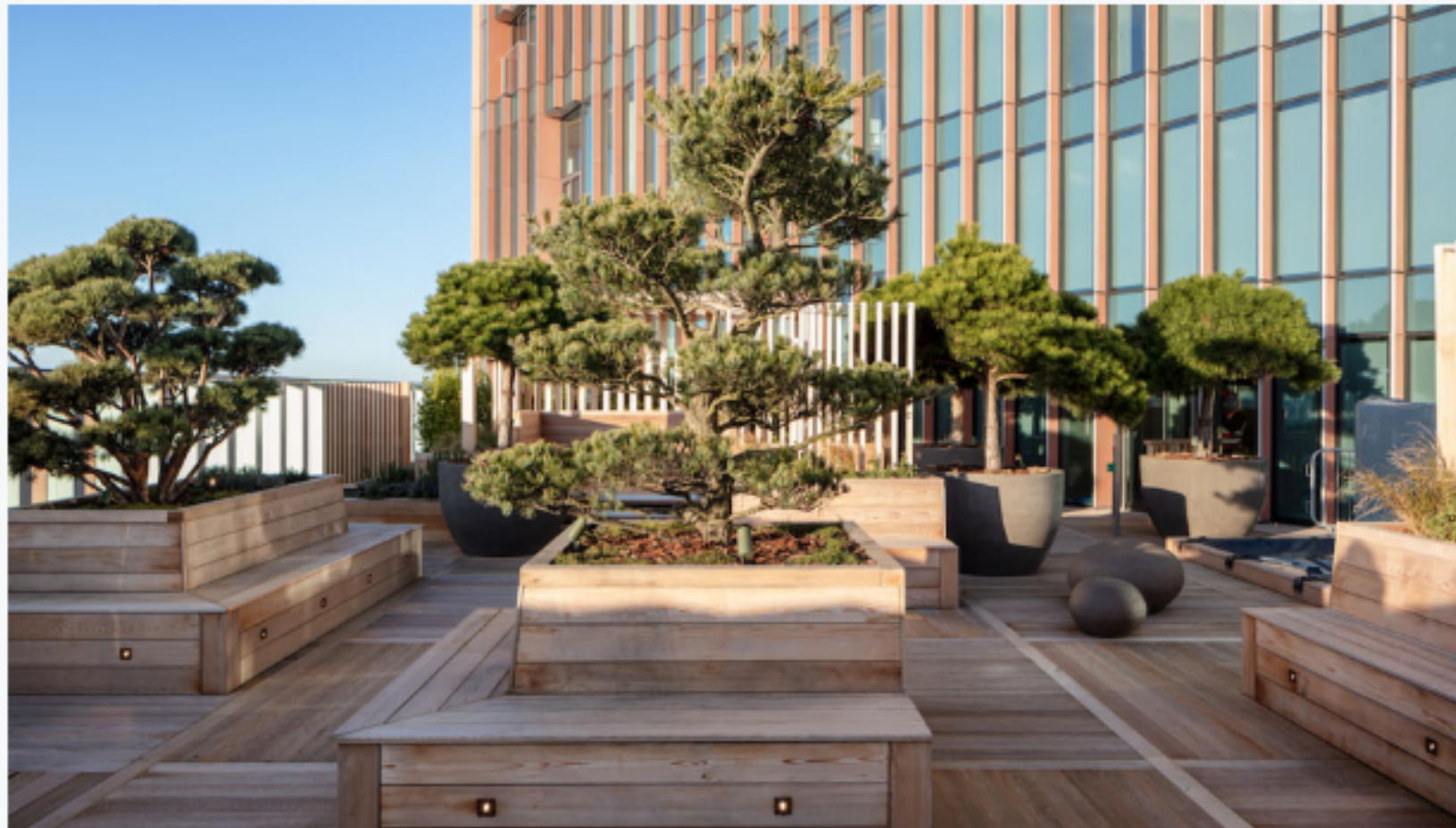
The building was designed by SOM, the architects behind the Burj Khalifa and One World Trade Centre.

Interiors are by Space Copenhagen, whose previous projects include NOMA and 11 Howard in New York.

The property is owned and will be operated by developers **Manhattan Loft Corporation** (London-based, despite the name), who have previously overseen the renovation of the St Pancras Renaissance Hotel and Chiltern Firehouse.

The company describes The Stratford as "architectural hedonism", with notable features including its double-cantilevered tower, serrated floor to ceiling windows blending into the terracotta exterior to make the building seem both transparent and opaque, a triple-height lobby with a nine-metre fireplace, and a glass atrium displaying a series of commissioned sculptures.





Dining options also include The Stratford Brasserie, serving drinks and light dishes, and Mezzanine, a relaxed bar by day and a club hosting DJs by night.

Manhattan Loft Corporation are setting the property up as a cultural hub, planning performances, installations, live music, lifestyle and fitness events.

It will also host dinner parties at the Alexander Gorlin-designed Penthouse on the 41st floor.



Manhattan Loft Corporation Founder and CEO Harry Handelsman said: "Picture the perfect 21st century hotel, what do you see? Impeccable facilities, immaculate service and a great location are all vital.

"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."



Queen Elizabeth Park is part of the ongoing redevelopment of Stratford following the 2012 London Olympics.

The area has a growing arts scene, home to the Bartlett School of Architecture, digital hub Here East and the Zaha Hadid-designed London Stadium and Aquatic Centre, with music venue Madison Square Garden's Sphere coming soon. Performance venue Sadler's Wells and the V&A museum are also building outposts.

manhattanloft.co.uk