

THE STRATFORD'S LOFT GARDENS

This May, The Stratford opens with interiors, bespoke furniture and accessories by Danish design studio Space Copenhagen. The Stratford is a hotel located within the new Manhattan Loft Gardens skyscraper, the ambitious new East London venture by [Harry Handelsman](#), founder of Chiltern Firehouse and the restored St Pancras Hotel. The spectacular double-cantilevered 42-storey building is designed by Skidmore, Owings & Merrill (SOM) and situated in the upcoming cultural hub of Queen Elizabeth Olympic Park, East London. Occupying the first seven stories of the building with 145 guestrooms and suites, The Stratford

promises to combine world class design, hospitality and culture. The concept celebrates timeless glamour, future cityscapes and the notion of long-term residents of 1950s New York's legendary Chelsea hotel. Space Copenhagen has created the interior design concept for the building's lobby, hotel guestrooms, mezzanine, the ground floor Stratford Brasserie, as well as seventh floor restaurant, Allegra. The public areas each have distinctive design characteristics but overall seek to interweave, allowing visitors to move seamlessly between the spaces. Gently textured plastered walls, natural oak in earthy tones, warm metals and natural stones framed by a polished and dark pigmented concrete floor, serve to softly contrast the strong modern structure of the tower itself.

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