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Market Street Hotel, coming early summer *Scottish sophisticate*

Berlin, March 28, 2019 – Design Hotels™ first member hotel in Scotland, Market Street Hotel, is set to disrupt Edinburgh's traditional hotel scene with its unique brand of neo-brutalism meets Scots heritage. Set between the New Town's graciously elegant Georgian façades and the Baronial tenements of the Old Town, the 98-room hotel reflects both the architectural diversity of the forward-thinking capital and its rich cultural identity—both past and present. And with its spectacular rooftop Champagne lounge offering panoramic views across the Waverley Valley, the hotel is poised to offer guests an unparalleled insight into this most charming of cities.

www.designhotels.com/market-street-hotel

A deep affinity with Edinburgh's visual identity and historic narrative was key to the overall design concept of Market Street Hotel. Starting with the façade itself, jmachitects have conceived a fresh take on classic structural forms, clad in Scottish stone to both preserve and challenge the capital's architectural landscape. For the interiors, award-winning Dutch design studio FG Stijl have channeled an aesthetic of brutal beauty inspired by the location's character and history. The result is a contemporary pastiche of a traditional Scottish fortress—think cracked, earthen walls juxtaposed with the clean, minimalist lines of modern furnishings and unexpected bursts of traditional fabrics and tartans. Innovative reinterpretations of classic national motifs have been cleverly woven into the multi-layered design, culminating in a series of five floating copper fireplaces that together replicate the first notes of "The Flower of Scotland".

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The hotel's pinnacle is the rooftop Champagne lounge, Nor' Loft, an architectural masterpiece that is the toast of the capital's UNESCO World Heritage skyline. Sitting under a folded roofscape in dark whinstone, the 7th floor terrace is a buzzing social hub by day, serving breakfast, afternoon tea and small plates to the local and international creative crowd. Centered around an elegant Champagne table boasting over 10 prestige labels and an impressive spirits list, the terrace transforms into a veritable urban retreat by night—warmed by the open fireplace and soundtracked by the bustling streets below.



Notes to Editors

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About Design Hotels™

Design Hotels™ represents and markets a curated selection of over 300 independent hotels in more than 60 countries across the globe. More than a collection of hotels, the company is a collection of stories. Each property reflects the ideas of a visionary hotelier, an "Original", someone with a passion for genuine hospitality, cultural authenticity, thought-provoking design and architecture. Each "Original" stands for the individual, aesthetic and service-driven experience that his or her hotel provides.

Founded by Claus Sendlinger in 1993, Design Hotels™ offers its members insightful travel industry knowledge, from market trend consultancy to international sales representation. The company has its headquarters in Berlin and branches in London, Los Angeles, New York and Singapore. Executive Board members are: Peter Cole (CEO), Serdar Kutucu (COO) and Sascha Wolff (CFO).

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