



about myhotel Bloomsbury...

"where east meets west"

Opened in March 1999 myhotel Bloomsbury is the realisation of a dream to provide hospitality, which combines the style, culture and technological drive of the west with the observant, graceful, and respectful service standards of the east.

myhotel Bloomsbury is a 78-room hotel in the heart of London designed by Conran & Partners. Each room is air-conditioned with flat screen TV, CD player, tea and coffee facilities, bottled water, hair dryer, a complimentary daily newspaper and magazines. In addition, BeeKind Collection blends offer skin-friendly formulations in environmentally kind packaging. Wi-Fi is available throughout myhotels and provides the perfect IT solution for the busy traveller.

Simplicity, moods and aromas are the philosophy behind myhotel Bloomsbury, a concept that flows throughout its inspirational surroundings and assures guests tranquillity and relaxation. Great attention has been given to create a thoroughly modern environment that exudes the warmest of welcomes. Through the influence of intuitive feng shui 'east truly does meet west' at myhotel Bloomsbury.

The event spaces, east and west are designed to cater for 14 and 45 guests offering meeting packages guaranteeing to relax, energise, harmonise, create and centre any event held in these sought after rooms.

merkaba offers a vibrant space where architecture, art, food and drink all fuse together to create an inviting space to eat, drink and socialise. Later in the day the bar moves into a more vibrant cocktail scene stretching into the early hours of the morning. PINCHITotapas is a welcome addition to myhotel Bloomsbury and offers a truly tapas experience, driven by the pleasure of sharing small plates of delicious food with cocktails surrounded by friends.

The hotel also features the much sought after myplace. "where James Bond meets the Dalai Lama", the suite provides a space to experience a complete liberation of the senses in two inter-connecting suites, enhanced by a roof terrace with panoramic views over Bedford Square. Designed for guests to feel as though they have the best address in London.

One of the main features at myhotels is "mypreferences" - a form issued to the guest during the time of reservation. It asks the guests a range of questions such as what manner of pillow they would like to what kind of music they would like playing when they enter their room. Ensuring that when the guest returns they always enter their room to an atmosphere that is both familiar and comforting. It is through "mypreferences" that myhotels are able to offer a service that is based on what the guests' needs rather than assumptions of what the guests requires.

myhotel Bloomsbury's inner karma generates from the library - a peaceful sanctuary open 24 hours exclusively for residents, where the stresses of the world will be forgotten in its calm atmosphere. Our complimentary energy zone offers a variety of equipment including rowing machines, running machines and exercise bikes. The serene jinja treatment room offers a rejuvenating array of beauty and health treatments for both men and women.

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