

MEDIA RELEASE



New Boutique Hotel Brings Soho to Adelaide

Adelaide has welcomed its newest accommodation, the Clarion Hotel Soho – a designer hotel evoking the eclectic, arty vibe of London’s Soho district just metres from Adelaide’s trendy East End.

Designed by award-winning Australian architects Loucas Zahos, the five-star hotel oozes a vivacity and style reminiscent of colourful Soho, where theatrical meets sophistication.

From its slick contemporary exterior to its stunning interior décor, Soho is an uber-chic design experience boasting 30 luxurious rooms, including balcony and spa suites, with views over Adelaide’s city skyline.

Rooms feature Italian marble bathrooms, king-size beds with Missoni linens, Australian-made Natio Spa products, 42-inch LCD televisions, iPod docking stations, cable broadband internet and iconic 20th century designer furniture.

Constructed with the environment in mind, rooms also feature automated louvre windows admitting natural light and fresh air, and energy saving air conditioning and Eco-Green switches which demobilise all power when switched off.

The hotel shows off its creative side with an extensive, ever-changing art collection exhibited throughout the hotel to showcase emerging South Australian artists. Each guest room features an original artwork, available for sale.

Soon to be a popular fixture on Adelaide’s dining scene, Soho’s slick and sexy Decant restaurant is a designer’s dream. It boasts Tom Dixon feature lighting, Kartell dining chairs and an imported Italian Aribiscato marble bar which glimmers like a semi-precious onyx stone by night with its LED backlighting.

Decant’s award-winning Head Chef Jonathan Kemble has created a modern Australian menu showcasing local and organic produce sourced from within 100km of the hotel, perfectly complemented by the restaurant’s impressive cellar of wines from celebrated vineyards in South Australia and France.

The perfect place to unwind, Soho boasts a rooftop deck where guests can relax by the heated jet pool overlooking Adelaide’s city skyline with the hotel’s signature cocktail “Sohotini” in hand. For a true pampering session, Soho Spa offers in-room spa treatments with 100% Australian-made organic products using native flora including lemon myrtle, Australian jojoba and blue mallee eucalyptus.

General Manager and fifth generation hotelier Stephanie Horlin-Smith said Soho would breathe new life into Adelaide’s accommodation sector. “Our vision was to create a modern masterpiece on a small footprint. I’m proud to say we’ve achieved this goal for Soho,” Ms Horlin-Smith said.

Soho is ideally located on Flinders Street near the Hutt Street entertainment and shopping precinct, just a short drive from Adelaide Airport and walking distance to key attractions such as Rundle Street, Botanic Gardens, Adelaide Oval and Art Gallery South Australia.

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