

Travelbeat

Accommodation / Hospitality News

Update: November 12, 2008 [2 Stories]

Australia

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 5-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, 42-inch LCD televisions, iPod docking stations, cable broadband internet and iconic 20th century designer furniture.

Constructed with the best sustainable building practices in mind, rooms also feature bi-folding windows with electronic external louvre shutters admitting natural light and fresh air, and energy saving Eco-Green switches which control power to all in-room lights and appliances.

Soho's Decant restaurant is a designer's dream, boasting **Tom Dixon** feature lighting, **Kartell** dining chairs and an imported Italian Aribiscato marble bar.

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.

(MG Media Communications)

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