

RAISING THE CURTAIN ON SYDNEY'S MOST ANTICIPATED HOTEL

An exclusive first look inside Crown Towers Sydney – set to redefine luxury

3 February 2020 – Sydney, Australia - Sydney deserves one of the world's best hotels, and Crown Towers Sydney is set to deliver just that when it opens its doors in December, three months ahead of schedule.

With bookings set to go live before July and expressions of interest already being taken, Crown has released a series of never-before-seen renders of the hotel revealing the incredible levels of luxury on display for both locals and visitors to experience.

Standing at 275m high, the hotel will be the tallest in Sydney. Crown Towers will feature 349 guest rooms in total including 327 rooms, 20 villas and two premium villas. The top villa will sit across two levels and will be the tallest, habitable space in any hotel in Sydney. Beginning at 257 metres high and approximately 695 square metres in size internally, plus 125 square metres of outdoor terrace space, the villa boasts unprecedented views of Sydney.

Set to become the new standard in luxury accommodation in Sydney, Crown Towers promises to offer an unparalleled experience in Australia on par with the world's best hotels. From the exterior to the interiors, Crown has assembled an internationally renowned team of the world's best designers to create something international in its feel with a very Sydney edge.

The interiors have been designed by world-renowned design firm, Meyer Davis, which has worked on some of the world's leading hotels, while the exteriors are the work of London based architecture firm, WilkinsonEyre. Leading landscape architecture firm, St Legere Design International, created the Balinese inspired landscaping seen throughout the hotel. Blainey North, one of Australia's top architecture and interior design firms specialising in luxury environments, created a beautiful Sydney Harbour inspired design for Crown Spa.

"Crown Towers Sydney will stand amongst the finest hotels in the world. We have worked with leading international design teams to create something truly unique for Sydney; international in feel, but celebrating the beauty of Sydney and its surrounds in its execution," said Crown Sydney Chief Operating Officer, Peter Crinis.

Interiors including furniture, fabrics, baths, colour palettes and lighting have been designed and curated by Meyer Davis, combining its signature sensibility of refined luxury with coastal hues inspired by the harbourside location.

The concentric nature of the building means that every one of the 349 rooms has a unique configuration. However, each room has been designed to ensure the views from the floor to ceiling windows are the central focus. Crown's renowned touch-screen technology, from 24 hour in-room dining and concierge services to media streaming, will make the guest rooms a truly intuitive, personalised experience.



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The hotel will feature crystal light pieces by leading international glass manufacturer, Preciosa, including 50 custom made designs, and a chandelier that is close to eight metres long to complement the staircase balustrade from levels one through to level four.

The guest bathrooms will feature Ella Blue Marble walls, Nero Marquina floors and custom-made baths, or jacuzzis in the villas, with bespoke fittings by Apaiser and Hansgrohe.

“Every guest will have a completely unique experience that cannot be found anywhere else,” said Will Meyer, Co-Founder at Meyer Davis. “Nearly every element has been custom designed to create the most ambient experience possible.”

“Our main focus when designing the hotel rooms for Crown Sydney was to emphasise the curvaceous, sensual shape of the building and to enhance the guest’s experience. When we visited Sydney for the first time we were taken aback by Sydney’s ethereal light and we wanted to select materials that reflected this. Our colour palette was silver, white, and grey highlighted by brass, polished black and nickel,” said Meyer.

Award-winning architect, WilkinsonEyre, designed the Crown Sydney building. Overlaid with a façade comprising of over 8,000 glass panels, all individually cut and unique in their size, Crown Sydney will reflect the majesty of the surrounding harbour. The unique structural form sees it twist as it rises in a petal like formation, creating unique floors at each level. Crown Towers will not only frame the views of Sydney’s most iconic harbourside landmarks, but stand alongside and reflect them.

St Legere blended contemporary architecture with a modern version of Balinese island resort living. On level three sits an expansive infinity pool and terrace that has been designed to connect with the panoramic harbour views with cabanas and day beds for guests overlooking Sydney Harbour.

A bespoke plant collection was selected by St Legere to suit the local environment of Barangaroo. Based in Sydney’s West, Andreasens Green Wholesale Nurseries is growing a wide range of native and exotic plants including mature trees, shrubs, groundcovers, fruit trees and ornamental specimens to create an instant landscape on opening in December.

Designed by Blainey North, Crown Spa Sydney will be the first in Australia to offer two speciality treatments beds, ‘Quartz Plassmo’ and ‘Spa Wave’, designed to elevate Crown’s wellness offering, as well as a private fitness studio adorned with TechnoGym’s exclusive ‘Artis’ equipment and an open-air tennis court. Drawing inspiration from the subconscious, the space will allow guests to completely immerse themselves in their wellness experience. The interiors will reference the harbour landscape through its relationship to both water and surfing, with unusual fluid forms and translucent resin walls.

Crown Sydney will become a globally recognised landmark that will attract thousands of international tourists, helping Sydney to better compete with other global major tourism hubs, creating over 2,000 local jobs and contributing almost half a billion to the economy. - ENDS -