



THE LONDONER  
LEICESTER SQ.

***The Londoner wins three awards at the prestigious AHEAD Global 2022 Awards, including the headline award 'Ultimate Accolade'***

# AHEAD

AWARDS FOR HOSPITALITY  
EXPERIENCE AND DESIGN



[@TheLondoner](https://www.instagram.com/TheLondoner)

**January 2023** - Following the success at AHEAD Europe, The Londoner is delighted to announce that they have won three awards at the 2022 AHEAD Global Awards, including **'Hotel Newbuild'**, **'Event Spaces'**, and have been named the winner of the **'Ultimate Accolade'** - the most coveted award of the series.

Organised by industry leading publication, Sleeper Magazine, the AHEAD Awards recognise excellence in hospitality. The awards are voted for by a panel of industry experts; architects, interior designers, hoteliers and industry commentators, who follow a careful judging process to ensure a rigorous and balanced decision. The winner's from AHEAD's four regional awards programmes - Americas, Asia, the Middle East and Africa (MEA), and

Europe - went head-to-head as part of AHEAD Global. After receiving over 630 global entries spanning 60 countries, AHEAD's judging panel narrowed down their winners in 18 categories.

Building on The Londoner's success at the 2022 AHEAD Europe Awards, winning awards for 'Hotel of the Year', 'Event Spaces' and 'Hotel Newbuild', it was the big winner of the Global ceremony. Scooping three awards including the coveted 'Ultimate Accolade', The Londoner was lauded by the judges as "a tour de force" with "every element of the design clicking together to create a world class property".

**ULTIMATE ACCOLADE:** The panel praised The Londoner as "*a tour de force*" and were in agreement that it was a worthy winner deserving of the Ultimate Accolade. "*Every element of the design clicks together to create a world class property*" commented one judge, with another noting "*I raise a glass to the skilful way that this iceberg project has been delivered*".

**HOTEL NEWBUILD:** Dubbed the world's first 'super-boutique', The Londoner is a 16-storey hotel standing 30 metres tall and 32 metres below street level in the heart of the capital. A collaboration between Woods Bagot and Edwardian Hotels' Rob Steul; the project was sensitively integrated into the historic urban fabric of Leicester Square, all whilst achieving a BREEAM excellent rating. Judges agreed it was "*a skilfully executed iceberg project and genuine legacy building*" and "*an impressive architectural and engineering feat*".

**EVENT SPACES:** Inspired by the theatres of the West End, The Londoner's event space offering is deeply dramatic, with a design characterised by mirrored ceilings, plush velvet drapery and artworks hanging from a pulley system to imitate set changes. Set across six subterranean levels, the design's use of technology and innovation was praised by the judges as "*comprehensive and cutting edge*" with "*a combination of drama, stylistic flourishes and functionality making this an unparalleled series of function spaces*".

Iype Abraham, Commercial Development Director of The Londoner, said, "It was the lifelong dream of our chairman, Jasminder Singh, to create a purpose-built hotel in the heart of London as a way of giving back to the city for the success he has achieved over the last 40 years. Mr Singh is delighted that the AHEAD Awards judges have recognised the hotel with these fantastic accolades, and thanks the entire hotel build and Edwardian teams for making this dream a reality".

The Londoner opened its doors to guests in September 2021, and in doing so marked a rebirth for Leicester Square. The scale of the project was quite staggering, amazing both Londoners and the hospitality industry alike - with 350 rooms, 16 stories, six concept eateries, a unique members club-style private area, a wealth of meeting and event space, cinema and an entire floor dedicated to wellness; The Londoner became the world's first 'super boutique' hotel. Designed in collaboration with world-renowned architectural designers Yabu Pushelberg, the opening of The Londoner marked a pivotal moment in the return and scale of global hospitality.

**ENDS**

#### **NOTES TO EDITORS**

The Londoner, 38 Leicester Square, London, WC2H 7DX, United Kingdom

Instagram: [@thelondoner](#) - [@8thelondoner](#) - [@whitcombsthelondoner](#) - [@joshuastavern](#)

#### **PRESS CONTACT DETAILS**

For press enquiries, please contact [thelondoner@purplepr.com](mailto:thelondoner@purplepr.com)

**EDWARDIAN HOTELS LONDON**

[Edwardian Hotels London](#) is one of the UK's largest privately owned hotel groups, which has been operating and developing its hospitality portfolio, including upscale five- and four-star luxury hotels, since Jasminder Singh OBE began his career within the hospitality industry in 1977; forming the beginnings of what would become Edwardian Hotels London.

The Londoner, Edwardian Hotels London's latest opening, is the world's first super boutique hotel in London's Leicester Square and incorporates 350 bedrooms and suites, six concept eateries and bars, The Residence, The Retreat, private screening rooms, seven inspiring meeting spaces and a stunning ballroom for 850 guests. It is a member of Preferred Hotels & Resorts' prestigious Legend Collection.

Edwardian Hotels London also owns and operates [The May Fair](#), [The Edwardian Manchester](#), both part of premium lifestyle brand Radisson Collection, 10 Radisson Blu Edwardian hotels across London and a range of luxury restaurant and bar brands, including the award-winning Kitchen concept restaurants; May Fair Kitchen, Bloomsbury Street Kitchen, Peter Street Kitchen, Leicester Square Kitchen, Monmouth Kitchen and May Fair Bar, as well as Steak & Lobster and Scoff & Banter.