



THE NEW DIRECTION IS EAST

East Hotel opens the doors to a new contemporary design and lifestyle experience in the heart of Canberra.

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East Hotel, Canberra's highly anticipated four and a half star contemporary design and lifestyle hotel is now open. With its focus on providing a memorable Canberra experience and its premium location between the fashionable retail and restaurant hubs of Manuka and Kingston, East Hotel ups the ante for local guests and visitors to the nation's capital.

East Hotel will provide a contemporary, cool and vibrant option for visitors to Canberra, whether overnighters, business guests, long stay guests or families. The six-story hotel has 140 rooms in various studio and apartment-style combinations, recognizing the challenges families can face with hotel accommodation by providing specially designated suites, cleverly designed in a modular, fun way specifically to cater for both adults and kids. The hotel has standalone dining and bar facilities, with Ox Eatery and it's associated Bar and Delicatessen sure to become an instant classic.

"We are bringing something fresh to the Canberra market at East Hotel, with great, memorable service and an atmosphere that ensures our visitors and guests feel comfortable, relaxed and inspired," said Dan Bisa, owner of East Hotel and Director of Bisa Hotels. *"We are passionate about creating a happy, happening precinct that showcases the personality representing a side to Canberra that many may not have experienced."*

When the site came up for sale in 2009, Dan recognized that the opportunity was there to realize a long held dream and the East Hotel project began to take shape. As an established Canberra businessman, Dan was uniquely placed, both in terms of local knowledge and the ability to assemble a team of professionals with both local and international expertise, many originally from Canberra or based in Canberra, to work on the project. Renowned architect, Rodney Moss from Cox Architects has worked closely with Dan to realize the building that was envisioned.

"I believe in Canberra having more of a 'city' feel, so we have created what we hope will become a hub for travelers to Canberra as well as locals", said Moss. *"We designed a real building – city-style, built boundary to boundary. The public areas on the ground floor have a generous sense of intimacy and sophistication. The aim was for excellence, formal in its composition but carefully articulated and detailed. Polished pre-cast concrete and metal pans provide distinction to the exterior facades while very refined glazing and recycled timber add character, warmth and intimacy to the interiors."*

The first thing you notice about East Hotel is a spacious, soaring central atrium, cleverly utilizing both natural and installed light to provide a warm atmosphere with areas to relax and meet in front of a large, open fireplace. The most striking aspect upon entering the hotel is of overall textured, contemporary design. This has been achieved using recycled timber and a black ceiling with small holes for a 'limitless sky' effect. Balancing the rich, dark materials are bright, modern furnishings, artistic and quirky touches and a video installation artfully projected on a towering wall. Art is a central feature of the hotel with works from local artists on display in common areas.

East Hotel was designed as a hotel with more. The rooms are oversized and very flexible in their layout, designed to suit all types of guest, from single business travelers to couples and families. There are kitchen facilities in every room, which allows a degree of autonomy many travelers enjoy. Families are welcome at East Hotel and are well catered for, including two-bedroom suites with a 'Kid's Cubby', which has bunk beds, child-friendly furnishings, X-Box Kinect and other little kiddy touches. X-Boxes and board games are also available from the Guest Services desk for use in other rooms. The staff at East Hotel are savvy and knowledgeable about what to see and where to go in Canberra, and are delighted to help guests uncover the experiences that only a true local would be able to share. Maps and listings of the best local sights and activities are available, including cycling maps for when guests take one of the hotel's bikes out for a spin. East Hotel works with a local babysitting service to provide babysitting at short notice. During



special event dinners at the Hotel's restaurant, Ox Eatery, a special 'kid's room' can be organized with kid friendly shows on a big screen, activities and snacks.

General Manager Todd Handy believes that exemplary service will be the cornerstone to the success of East Hotel. *"We want to come back to personal service. Once guests come through our doors we want people to connect with people,"* he commented. *"Our staff are passionate locals who can not only escort you to your room but also advise you on places to go and how to get the most out of your stay."*

Guests can enjoy a wide range of facilities and services, including a professional and full service business centre; 24 hour gym facility and complementary access to a local gym for a full range of exercise classes; undercover parking; the East Hotel 'Free Range' news agency service offered in the lobby, where guests can pick up a daily newspaper, books or current and back issue of magazines to enjoy in the relaxing surrounds of the lobby or in the seclusion and comfort of their rooms and a friendly and accessible front desk team including full concierge service. There are laundry facilities in the majority of rooms, with complimentary facilities for those in studios. Professional dry cleaning and laundry service is available Monday – Friday.

East Hotel's business facilities are state-of-the-art with modern and professional conference rooms, boardrooms and an all-day meeting lounge, complete with air hockey table, to foster the creative environment that leads to the success of any meeting. The facilities have the flexibility to fit perfectly to most business requirements with a distinctively edgy East Hotel touch. All rooms feature the latest in business technology, including VGA and HDMI capable projection screens and huge LED televisions. The concept behind the conference rooms is to provide business areas with a bit of flair, to inspire and get the creative juices flowing. The catering packages are custom-tailored for each group by the Food Director in coordination with the client and crafted by the expert team at Ox Eatery.

The Hotel also has a vibrant food precinct in the main atrium. Ox Eatery, owned and managed by highly successful local restaurateurs, Chris Hansen and Steve Rockmann, features a delicatessen and an authentic imported French rotisserie with intimate booths, long bar tables and private dining areas. Ox Eatery draws on vintage 1950s style, with a thoughtfully considered 'soulful jazz' feel designed by Capezio Copeland in conjunction with Matt Darwon, featuring recycled timber, smooth surfaces and booths. The French rotisserie, the first of its kind in Canberra, is front and centre. Guests are able to pre-order items, including bespoke hampers from the delicatessen using the hotel website upon booking, or wander down to peruse the large selection of carefully selected delicacies, produce and wines. The large bar area, complete with outdoor fireplace, is a standalone destination to enjoy the vibrant neighborhood it inhabits.

East Hotel has been developed by Bisa Hotels and is the first of many future projects for the hotel group.

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