

THE FITZWILLIAM HOTEL DUBLIN CELEBRATES A HAT-TRICK

It's 10th birthday, a complete Guestroom refurbishment and a promotion!

April 2008: The Fitzwilliam Hotel Dublin celebrates its 10th birthday this year, along with the unveiling of the striking, stylish new design of its 139 executive superior and deluxe guestrooms. In addition the Fitzwilliam Hotel Dublin celebrates its membership of the elite Preferred Hotels and Resorts Global brand.

The breath-taking new guestrooms are a haven of excellence and intricacy with every tiny detail being considered to guarantee visitors feel pampered and relaxed. From the solid oak “chess piece” bedside tables and Paul Smith fabric chairs, to the Dublin Stem Vase, Isadora Blown Bathroom Glasses and Dreyfuss 500 feature telephone, no stone has been left unturned.

International architect and Interior designers, Project Orange, consulted many interiors companies in both Ireland and the UK, finally choosing an impressive list including; Balmoral Furniture Ireland, Exclusive Linen London, Couristan, Wild & Wolf, Hawkins Brothers London, Sony Ireland and Aquarelle Ireland, to name but a few.

Due to their 10 years experience working with the Fitzwilliam, Project Orange (originally Conran Partnership) based in the UK, had no design brief to adhere to, but aimed to maintain the original ethos of the hotel – while pushing the design boundaries to the maximum.

The new guestrooms see a use of colour that is both bold and daring, patterned upholstery and bespoke furniture add to the unique character of the design. Luxury, glamour, style and comfort were key in creating the sleek look of these plush suites.

Christopher Ash, Project Orange, comments: “When the Fitzwilliam first opened, the design was very progressive and was therefore emulated across other establishments. We had the opportunity to re-think the original elements and create something very exciting, while staying true to the hotel’s values.

“Hotel guests don’t want a home-from-home any more - they want to be spoilt, hence the overt luxury.”

Membership of Preferred Hotels & Resorts – another cause for celebration - is a milestone for the Fitzwilliam Dublin Hotel, sees the Fitzwilliam positioned alongside Sandy Lane, Pallzo Sasso, K club properties.

One example of the Fitzwilliam Hotel’s dedication to top level service is the recent launch of the “Citron Brasserie Service Excellence Awards”, a culmination of staff training in various areas of food and beverage service, with the goal of making the team more professional & customer focused. This programme is on-going and is designed to ensure constant training and development for staff in the hotel’s own restaurant, Citron.

John Kavanagh, General Manager comments: “2008 is a big year for us. Ten years being situated in the heart of Dublin has allowed us to see many changes. Although our five star service has always remained of the same high quality standard, we wanted to enhance our guestroom product, and what better time than 2008 – to celebrate our tenth birthday.”

Mr Kavanagh continues: “We are extremely proud of being a Preferred Hotel It’s a well deserved indication of the time, effort and dedication we as a hotel bestow upon our guests.”

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About The Fitzwilliam, Dublin

Located in the heart of the city centre, The Fitzwilliam Hotel Dublin is the ideal spot for both business and leisure travelers to Ireland's thriving capital city. The hotel is just a short walk to an array of cultural spots including the St Stephen's Green Park, Trinity College Dublin and the National Museum of Ireland. It is also close to the central shopping area and a wide array of restaurants and style bars.

www.fitzwilliamhotel.com

About Project Orange

Project Orange has won numerous industry accolades and awards for their work and is renowned for their ability to create ambitious designs. Other recent projects include i-bar, Bangalore, Saint Hotel, St Petersburg, Park Navi, Mumbai.

www.projectorange.com