

**THE FITZWILLIAM, THE ORIGINAL DUBLIN BOUTIQUE HOTEL,
CELEBRATES ITS 10TH BIRTHDAY AND UNVEILS A NEW, CHIC STYLE**

May 2008: The Fitzwilliam Hotel Dublin, first opened in 1998, celebrates its 10th birthday along with the unveiling of the striking, stylish new design of its 139 executive, superior and deluxe guestrooms.

The hotels original design “baronial modern” was implemented by the renowned Sir Terence Conran and was one of the first contemporary boutique properties in the city.

The new Guestroom product sees 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, even down to the delicate beeswax candles and fresh plants instead of flowers. Eclectic colours, surfaces and materials were carefully chosen and combine to create a space that is both exciting and harmonious.

In addition to the fantastic tailored elements including the walnut chess piece bedside table, Paul Smith upholstered chair, couristan carpets, duck down and duck feather duvets and pillows, retro-style feature phone, ornate gilt period mirror, distinctive scatter cushions strategically positioned by the window seats and regal, aubergine satin headboard, technology features are apparent, such as a 26 inch LCD flatscreen and integrated stereo system featuring i-pod dock.

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.

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.”

John Kavanagh, Director of Fitzwilliam Hotel Dublin said: “This is a very exciting time for us - celebrating our 10th year in the business is a real testament to the hard work that goes into ensuring a continuous five star service for the customer.

Kavanagh continues: “Tastes have changed and consumers are looking for something different. We want them to remember the experience of the Fitzwilliam Hotel Dublin, and by giving them this new, luxurious and cosmopolitan living space, we believe we’ll accomplish that.”

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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, Trinity College and the National Museum of Ireland amongst others. It is also close to the central shopping area and a wide array of restaurants and style bars.

www.fitzwilliamhotel.com

About Project Orange

Original directors of Conran Partnership, James Soane & Christopher Ash set up Project Orange in the early noughties. 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