

MONDRIAN

WHY INVEST IN MONDRIAN

PITCH

OCTOBER 2021

There is nothing like Mondrian

With staircases to dream upon, giant bells to welcome guests and the most inventive design in hotels, Mondrian is a version of wonderland. The design is the most clear expression of the thoughtfulness and creativity that goes into making every guest feel that they are discovering a world plugged into a culture curated exclusively for them.

MONDRIAN BRAND STORY

MONDRIAN LOS ANGELES 1994



The original vision of the boutique pioneers:

“smaller, more intimate atmosphere”

“individual style”

“personalised attention + unique guest experience”

“a public areas first – strategy”



MISSION

Mondrian is a way of travel. With its groundbreaking design and progressive programming it is a “must” destination for locals or travelers. Mondrian is always at the heart of the most exciting cultural scenes in the world, serving up innovation and creativity for everyone. Mondrian provides a playful framework so that guests and locals alike can immerse themselves in the culture of each city it inhabits. At Mondrian, anything you want is yours... and we do it with an international level of service, everywhere.

Cultural Connoisseur

Mondrian is at the cultural center of a city. It recognises the culture of a place and expands what that culture can be.

.....

Design Innovator

Mondrian always has the best design. It looks to the future rather than following a trend. The design is powerful because it is rooted in a story.

.....

International

Mondrian spans the globe and welcomes the world and its influences through its doors.

.....

Plug & Play

Mondrian is always ready to play. It is set up for the guest's enjoyment whatever that might be. All they need to do is plug into the Mondrian mindset.

ESTABLISHED

1994

VALUES

CULTURAL CONNOISSEUR
DESIGN INNOVATOR
INTERNATIONAL
PLUG & PLAY

GUEST PROMISE

Leave reality to enter fantasy as you pass the signature Mondrian doors and discover a modern fairytale unlike any other.

SIGNATURES

SLEEK MINIMALISM
A HINT OF COLOUR
LOCAL CHARM

Brand OVERVIEW

MOTTO

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COMP. SET

ANDAZ
KIMPTON
W HOTEL
PUBLIC

DESIGN PRINCIPLES

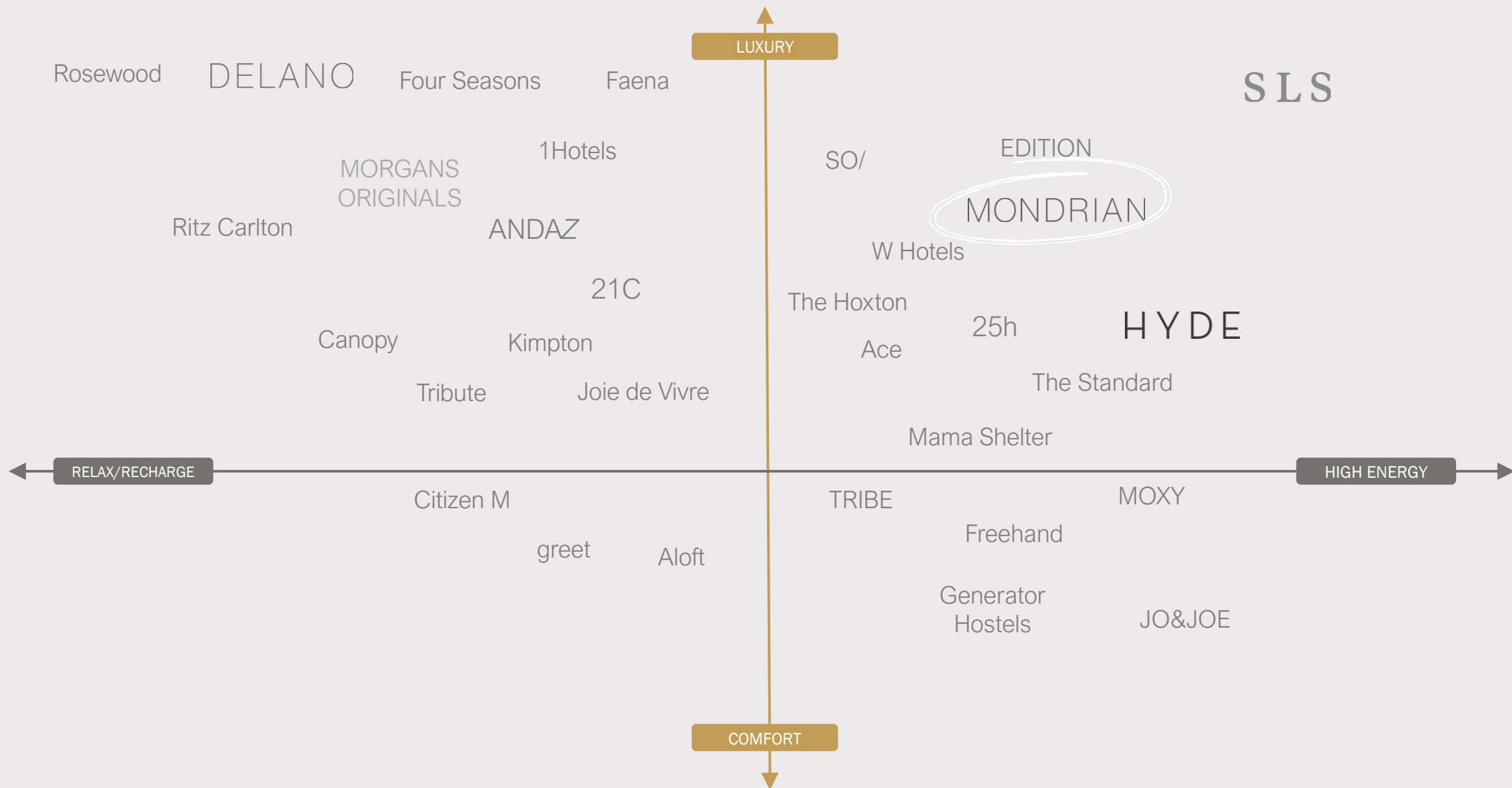
‘A Tale of Sculpture & Culture’

SCUPTURAL
BOLD
STIMLUATING

DESIGN STYLE

Mondrian is a design innovator

Each property’s design elements are rooted directly in the city in which it resides — featuring local artists, designers and chefs





Mondrian Park Avenue, USA

CULTURAL CONNOISSEUR

Mondrian is at the cultural center of a city.
It is inspired by the city the city it resides in

Each property's design elements are rooted directly
in the city in which it resides — featuring local
artists, designers and chefs



Mondrian Doha, UAE

A “MUST DESTINATION” WITH SURPRISING DESIGN

Mondrian provides a playful framework through
oversized elements,
serving up innovation and creativity for everyone



MONDRIAN GUESTS ARE

Looking for a hotel

Finds a new world

Looking for a place to stay

Finds a personal space

Looking for somewhere to eat

Finds exclusive restaurants

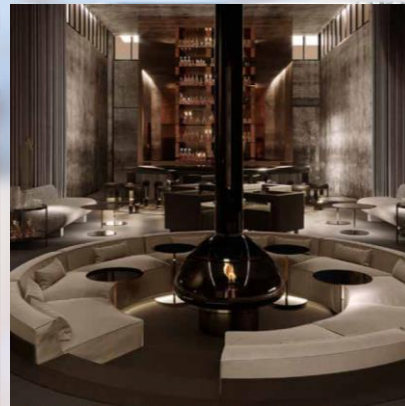
Looking for a bar

Finds the world's best cocktails

Looking for a new city

Finds a new culture

MONDRIAN



DESIGN PHILOSOPHY

‘A Tale of Sculpture & Culture’

Leave reality to enter fantasy as you pass the signature Mondrian doors and discover a modern fairytale unlike any other.

Mondrian is at the cultural center of a city. Each property’s design elements are rooted directly in the city in which it resides – featuring local artists, designers and chefs

‘A “must destination” with surprising design’

Mondrian provides a playful framework through oversized elements, serving up innovation and creativity for everyone

Iconic brand identifier: spectacular staircase

DESIGN PHILOSOPHY

'A Tale of Sculpture and Culture'

DESIGN PRINCIPLES



DESIGN SIGNATURES



OUR DESIGN COLLABORATORS



PHILIPPE STARCK

*Mondrian Los Angeles
Mondrian Bordeaux*



ROBBYN CARTER

*Mondrian Gold Coast
Mondrian Singapore*



TRISTAN PLESSIS

Mondrian Abu Dhabi



KARIN KRAUTGARTNER

Mondrian Hong Kong



MARCEL WANDERS

*Mondrian South Beach
Mondrian Doha*



ICONIC ELEMENTS: LOCAL CULTURE

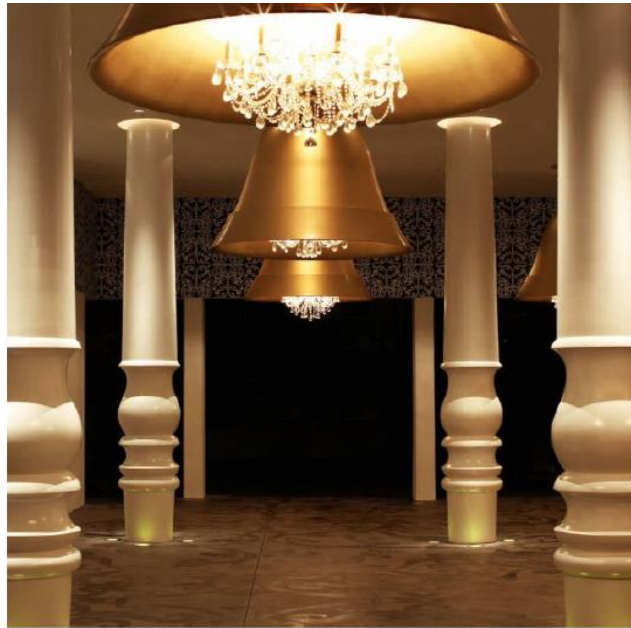
Inspired by the cities that they reside in.

Mondrian by design is a brand that allows each property to have a personality of its own – and that comes through in unique design elements inspired by the city they reside in.

ICONIC ELEMENTS: OVERSIZED ELEMENTS

Our design is always surprising.

Mondrian properties around the world feature signature design elements that represent the locale and the mindset of the designer.





Mondrian Hong Kong



Mondrian Park Avenue

Mondrian Doha

THE MONDRIAN GUESTROOM

Beautiful, elegant, sophisticated.

Mondrian guest rooms feature elegant design elements, bold color palettes and timeless modernity – inspired by the location and creativity of our design partners.

Average Room Size: 30-40 Square Meters

PROPERTY PROGRAMMING

*OR an Ennismore Restaurant & Bar concept appropriate to market

Hotels

MONDRIAN

Residences

MONDRIAN Living

Spa

CIEL

Restaurants

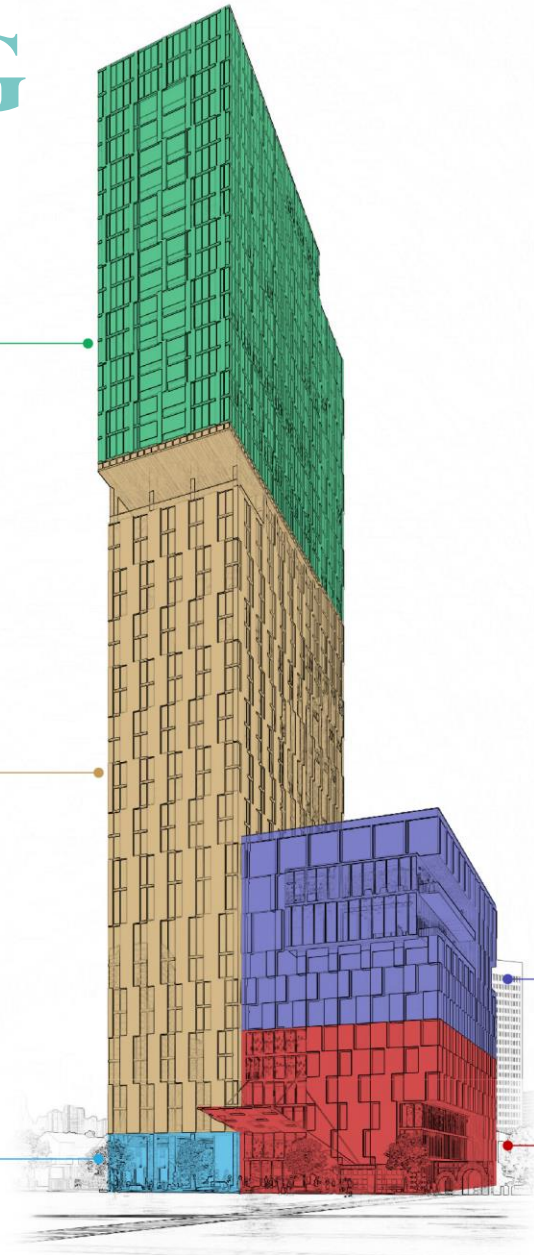
Katsuya
Cleo
Fi'lia
Leynia
Diez y Seis
Bottega di Carna
*

Nightlife & Day Clubs

SKYBAR
Privilege
Altitude Pool & Lounge
RISE
Black Orchid
BOND

Mixology & Lounges

Rumpus Room
Blind Spot
18Hours
Dandelyan
Christina's
*



DEVELOPMENT CRITERIA

Programming & Development

		EUROPE	WORLDWIDE
URBAN	RECOMMENDED NUMBER OF ROOMS	200 + keys	150 - 300 keys
	ROOM AVERAGE SIZE	26 - 32 sqm	35 – 40 sqm
	TGFA / ROOM	60 – 75 sqm	90 - 100 sqm
RESORT	RECOMMENDED NUMBER OF ROOMS	150 + keys	150 – 300 keys
	ROOM AVERAGE SIZE	32 - 38 sqm + balcony	40 – 50 sqm
	TGFA / ROOM	75 - 110 sqm	100 – 150 sqm

- FOOD & BEVERAGE
- 1 Ennismore Lifestyle F&B outlet
 - 1 Bar / Lounge
 - 1 Destination 3 meal restaurant

- WELLBEING
- Ciel Spa (on market demand)
 - Pool + Pool bar
 - Fitness Center

- MEETINGS
- Meeting rooms (on market demand)
 - Ballroom (on market demand)

	PRIME LOCATIONS	SECONDARY LOCATIONS	AIRPORTS SUBURBS
CAPITALS KEY CITIES & RESORT DESTINATIONS	●	●	●
MAJOR DOMESTIC DESTINATIONS	●		
OTHER CITIES & ATTRACTIVE TOURISTIC DESTINATIONS	●		

MONDRIAN

THE MONDRIAN FOOTPRINT & PIPELINE

MONDRIAN

MONDRIAN SOUTH BEACH
MONDRIAN PARK AVENUE
MONDRIAN WEST HOLLYWOOD

MONDRIAN MEXICO CITY POLANCO

MONDRIAN BORDEAUX DES CARMES
MONDRIAN IBIZA (CALA LLONGA)
MONDRIAN SHOREDITCH LONDON

MONDRIAN DOHA

MONDRIAN HONG KONG

MONDRIAN SEOUL ITAEWON

MONDRIAN SINGAPORE DUXTON
MONDRIAN HOI AN BEACH RESORT

MONDRIAN GOLD COAST

MEA	AMERICAS	ASPAC	EUROPE	TOTAL
OPERATING NETWORK				
270 keys 1 hotel	630 keys 3 hotels	296 keys 1 hotel		1 196 keys 6 hotels
COMMITTED PIPELINE				
	133 keys 1 hotel	1 139 keys 4 hotels	452 keys 4 hotels	1 724 keys 9 hotels
LOI PIPELINE				
250 keys 1 hotel			245 keys 2 hotels	495 keys 3 hotels



MONDRIAN DOHA, QATAR

F+B Outlets: (9) Morimoto, Cut by Wolfgang Puck, Walima, Hudson Tavern, RISE, EllaMia Doha, Black Orchid, Smoke & Mirrors, 12 Chairs Caviar Bar (coming soon)

Amenities: Ballroom, Boardroom, Fitness Center, ESPA Female & Male Spa

ID Designer: Marcel Wonders

Keys: 270
Room size: 48 m²

Opened
2018



MONDRIAN SEOUL ITAEWON, SOUTH KOREA

F+B Outlets: (4) Cleo, Altitude, Privilege, Blind Spot

Amenities: Ballroom, Meeting Rooms (2), Fitness, Health Club, Swimming Pool

ID Designer: Asylum

Keys: 296
Room size: 22 m²

Opened
2020



MONDRIAN SHOREDITCH LONDON, UNITED KINGDOM

Keys: 120

F+B Outlets: (2) BIBO by Dani Garcia, Bar/Café

Amenities: Rooftop Lounge & Pool Terrace, Rooftop Pool, Existing Members Club (Café, 2 Bars, Nightclub, Screening room), Meeting rooms, Spa & Fitness, Indoor Pool

ID Designer: Goddard Littlefair

Opened 2021



MONDRIAN BORDEAUX HOTEL DES CARMES, FRANCE

F+B Outlets: (1) Katsuya Bar & Restaurant

Amenities: 2 Meeting rooms, Pre-Function room, Fitness, Spa, Indoor Pool, Outdoor Patio

ID Designer: Philip Starck

Keys: 97
Room size: 25 - 27 m²

Opening
Q2 2022

THANK YOU