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.

The original vision of the boutique pioneers:
“smaller, more intimate atmosphere”
“individual style”
“personalised attention + unique guest experience”
“a public areas first – strategy”
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.
Brand

OVERVIEW

MOTTO

*Mondrian is a way of travel.*

With its groundbreaking design and progressive programming it is a “must” destination for locals or travelers.

MISSION

Mondrian provides a playful framework so that guests and locals alike can immerse themselves in the culture of each city it inhabits.

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

COMP. SET
ANDAZ
KIMPTON
W HOTEL
PUBLIC

DESIGN PRINCIPLES

‘A Tale of Sculpture & Culture’

SCulptural
BOLD
STIMULATING

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 is at the cultural center of a city. It is inspired by 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.
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
‘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

PUBLIC AREAS

SCULPTURAL | BOLD | STIMULATING

GUEST ROOMS

SPACIOUS | ENCHANTED | LIGHT-FILLED

DESIGN SIGNATURES

PUBLIC AREAS

MONDRIAN DOORS | A GALLERY OF THINGS | SLEEK MINIMALISM | SUN SOAKED POOL SCENE

GUEST ROOMS

A HINT OF COLOUR | STATEMENT SEATING | LOCAL CHARM
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.
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
PROGRAMMING A PROPERTY

With our diverse portfolio of Hotels, Residences, Restaurants, and Nightlife, we will work with you to maximize the potential of your development. And we will oversee every facet of the operation to ensure a return on investment that continues to grow throughout our partnership.

*OR an Ennismore Restaurant & Bar concept appropriate to market
# DEVELOPMENT CRITERIA

Programming & Development

<table>
<thead>
<tr>
<th>URBAN</th>
<th>EUROPE</th>
<th>WORLDWIDE</th>
</tr>
</thead>
<tbody>
<tr>
<td>RECOMMENDED NUMBER OF ROOMS</td>
<td>200 + keys</td>
<td>150 - 300 keys</td>
</tr>
<tr>
<td>ROOM AVERAGE SIZE</td>
<td>26 - 32 sqm</td>
<td>35 - 40 sqm</td>
</tr>
<tr>
<td>TGFA / ROOM</td>
<td>60 – 75 sqm</td>
<td>90 - 100 sqm</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RESORT</th>
<th>EUROPE</th>
<th>WORLDWIDE</th>
</tr>
</thead>
<tbody>
<tr>
<td>RECOMMENDED NUMBER OF ROOMS</td>
<td>150 + keys</td>
<td>150 – 300 keys</td>
</tr>
<tr>
<td>ROOM AVERAGE SIZE</td>
<td>32 - 38 sqm + balcony</td>
<td>40 – 50 sqm</td>
</tr>
<tr>
<td>TGFA / ROOM</td>
<td>75 - 110 sqm</td>
<td>100 – 150 sqm</td>
</tr>
</tbody>
</table>

- **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 | | |
### OPERATING NETWORK

<table>
<thead>
<tr>
<th>MEA</th>
<th>AMERICAS</th>
<th>ASPAC</th>
<th>EUROPE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>270 keys</td>
<td>630 keys</td>
<td>296 keys</td>
<td>1 196 keys</td>
<td></td>
</tr>
<tr>
<td>1 hotel</td>
<td>3 hotels</td>
<td>1 hotel</td>
<td>6 hotels</td>
<td></td>
</tr>
</tbody>
</table>

### COMMITTED PIPELINE

<table>
<thead>
<tr>
<th>MEA</th>
<th>AMERICAS</th>
<th>ASPAC</th>
<th>EUROPE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>133 keys</td>
<td>1 139 keys</td>
<td>452 keys</td>
<td>1 724 keys</td>
<td></td>
</tr>
<tr>
<td>1 hotel</td>
<td>4 hotels</td>
<td>4 hotels</td>
<td>9 hotels</td>
<td></td>
</tr>
</tbody>
</table>

### LOI PIPELINE

<table>
<thead>
<tr>
<th>MEA</th>
<th>AMERICAS</th>
<th>ASPAC</th>
<th>EUROPE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>250 keys</td>
<td>245 keys</td>
<td>495 keys</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 hotel</td>
<td>2 hotels</td>
<td>3 hotels</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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

Opened 2020
Keys: 296
Room size: 22 m²
MONDRIAN SHOREDITCH LONDON, UNITED KINGDOM

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

Keys: 120

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