

Complete press release The BoTree: Hotel, Bar & Lobby

Concrete's Innovative Spatial Planning and Progressive Design Capture the Vibrant Essence of Marylebone.



The five-star hotel evokes the luxurious and neighbourhood feeling of Marylebone, one of London's upmarket areas. Its design is an ode to the essence of Marylebone life, offering guests a unique fusion of luxury and neighbourhood charm. Concrete Amsterdam designed the interior for the hotel, including The BoTree Bar, the lobby, and 199 rooms and Suites.

Located where Marylebone, Mayfair and Soho meet, The BoTree captures the village-like atmosphere of Marylebone Lane, the chic of Mayfair and the originality of Soho. The "Life on the Lane" is brought into the hotel & bar, thanks to the thoughtful design that guides guests through a journey that extends the very essence of the street into the heart of the hotel. Marylebone is stylish and elegant yet different from other high-end districts because of its close-knit community feeling.

To realize the vision of "bringing the lane into the building", The BoTree is designed by emphasizing craftsmanship, consciousness of nature, and the unique floral-infused lifestyle of Marylebone.

The Lobby: A Serene Contemporary Conservatory

Guests enter the lobby and are welcomed into a warm and luxurious space. The neighbourhood-like feeling is maintained in the lobby thanks to a personal, individual approach to check-in: guests can check in accompanied by a member of The BoTree whilst comfortably sitting on one of the couches in the lobby. The seating area is designed to feel more residential than hotel-like, with plenty of plants and comfortable seating options, inviting guests to relax and unwind. Flower arrangements and luscious plants are placed throughout the lobby inspired by the vibrance of Marylebone Lane.

The lobby evokes the feeling of a contemporary conservatory. Wooden fins, spanning from floor across the ceiling, are arrayed along a curved line, creating a natural flow through different zones. The unique wooden ceiling adds an extra touch of natural warmth and showcases the unique craftsmanship that went into creating this space. The strategic use of amber-toned swivelling glass panels between the vertical fins around the lifts establishes a sense of intimacy and connection. The glass panels contribute to the cosy ambiance through their warm hue, while their ability to pivot introduces an element of functional flexibility and playfulness.

The lobby's colour scheme incorporates warm greens, cognacs, and reds, which complement the natural materials and add a cosy touch to the space. Couches and leather poufs in natural tones are combined with colourful styling and design classics. The back-lit shelves, wrapped around the central column, shed a warm lantern-like glow into the lobby space. At the round credenza bar guests are offered a welcome drink or local teas.

A custom-made swivelling installation in the entrance of the hotel enhances the transformative character of The BoTree spaces. This innovative display and welcome piece spans the entire expanse of a wall, capturing the attention of guests as soon as they walk in.

Adapting to different times of the day or season and creating surprising and dynamic experiences for guests each time they visit. The triangular elements reveal artwork on one side, mirror on another, and an open shelf on the third, showcasing the works of local artists. The installation can be changed seasonally or daily, the uniquely developed mechanism allows an effortless conversion.

To shed light on the stories behind the art objects exhibited in the welcome display, a specific area in the lobby is dedicated to introducing the seven artists responsible for the pieces. This selection, curated by Artlink, showcases the talents and narratives within the vibrant community of artists and creators residing in London. The art collection paints a picture of a charming village, shifting between its past and present way of life. The artworks' style highlights a mix of cosmopolitan energy with the tranquillity inherent to countryside living.



The BoTree Bar: A Place for Neighbourhood Soul

Adding to the allure of the The BoTree Hotel experience, The BoTree Bar has been designed to reflect the prestige of central London, evoking luxurious and neighbourly feeling. Situated at the corner of Henrietta Place and Marylebone Lane, The BoTree Bar presents an inviting view from the street, attracting you to step inside, or welcomes you through a hidden connection from the hotel lobby. This place welcomes locals, hotel guests and passers-by to enjoy a post-shopping unwind or a cocktail before an evening out.

The design of The BoTree Bar takes inspiration from the majestic display of a peacock's tail, drawing from the concept of 'peacocking'—the deliberate effort to stand out and leave a lasting memorable impression. The pattern of a typical peacock plumage is translated through the interior elements; connecting ceiling, walls and floors in one 3-dimensional gesture.

Upon entering, the attention is drawn to the illuminated ceiling. Gold-tinted shapes, encapsulating lights that shift in colour to reflect the time of the day. During daylight hours, the bar radiates a warm and inviting glow, while in the evening, it transforms into a spectacle of petrol and red tones, casting a softer, more subdued atmosphere. This dynamic lighting system allows to create the desired ambiance, whether you're seeking a calm and relaxing atmosphere or a lively and dynamic setting, regardless of the hour. The vibrant colour palette of emerald green, deep royal blue, and turquoise unites all elements in the interior into one coherent ambiance.

The 'Peacock pattern' is reflected in custom furniture, meticulously crafted and following the lines and contours of the abstract feathers above. The brass inlays around the handcrafted two-tone terrazzo flooring complete this design concept.

The illuminated backwall serves as a backdrop for an eclectic display of artifacts, carefully curated to enhance the bar's ambiance and charm. The bar features a bespoke green marble countertop, decorated with custom designed table lamps, elevating the aesthetic of the space. Strategically placed mirror walls expand the spatial perception, creating an illusion of depth, enhancing the overall immersive experience of patterns. From its inspired design to its thorough attention to detail, The BoTree Bar offers a truly unforgettable destination.

Rooms & Suites: Smart Spatial Planning for a Luxurious Stay

The BoTree's 199 guestrooms, including 30 Suites, are inspired by the fashion-forward, floral-infused lifestyle that defines Marylebone and have been conscientiously designed to provide comfort, functionality, and a sense of luxury. As the lines between business and leisure blur, The BoTree's guestrooms and Suites provide guests with a temporary city residency that embraces a modern lifestyle, becoming a space not just for sleep, but one for gatherings, private dining, work or relaxation. With differing guest requirements in mind, The BoTree has 20 accessible rooms and 56 interconnecting room and Suite types.



Guestrooms

One of the most unique features of The BoTree guestrooms is their innovative layout, which eschews traditional boundaries to create open adaptable spaces. Upon entry, guests are welcomed by residential-style privacy lock. Beyond this foyer, double doors unveil a sumptuous dressing room, serving as a transitional space between the entrance and the bedroom, allowing guests to truly feel as though they are entering their own private sanctuary.

Luxurious materials such as marble tiles, brass, oak wood, and gold accents elevate the ambiance, while fluted glass adds a touch of elegance. This unexpected entrance creates a sense of excitement and anticipation, setting the tone for the rest of the room and creating a buffer zone between the entrance and the bedroom. This layout offers the flexibility to either seamlessly blend into the room, contributing to a spacious loft-like ambiance, or to ensure enhanced privacy and intimacy through the use of translucent sliding doors graced with Japanese-inspired paper.

Each guestroom features a custom-designed headboard with a flower design, inspired by the flower displays that can be found outside of many specialty shops in Marylebone. What distinguishes these headboards is the meticulous weaving technique employed, which imparts a subtle 3D-like effect with a pleasing tactile quality. The different panel designs give each room a unique identity, making each stay a new and exciting experience. The bedroom itself is designed to be a cocoon, with a cosy sofa situated by the bay window that invites guests to relax and take in the stunning views. A wooden frame with textured ribbed details and a slightly lowered ceiling forms an authentic living space by the window; this arrangement not only adds comfort but also frames the view beautifully.



Suites

The Suites embrace a unique theme, inspired by both flowers and fashion. Each Suite category is named after a local street and bears a unique character while maintaining the hotel's signature blend of sophistication and comfort. The suite offers versatility, with interconnected areas that can be unified into one expansive loft-style room or discreetly sectioned off with sliding panels. Japanese-inspired paper graces the sliding doors, and materials like oak wood, gold accents, marble, ribbed marble tiles, fluted glass, and frosted glass are used, adding an elegant touch. This rich craftsmanship and attention for detail elevates the luxurious experience.

Strategically positioned at the corner of the building the living area and the balcony of the suites, treat guests with the best city views. On the top floor, the ceiling of The BoTree Suite is adorned with artificial silk flowers, creating an enchanting atmosphere.

In essence, The BoTree's Rooms & Suites aren't just places to stay; they are meticulously curated experiences that celebrate smart spatial planning, luxurious design, and the vibrant spirit of Marylebone. Each space invites guests to indulge in the art of living well, where every detail is thoughtfully considered and every comfort is provided.

"In the evolving landscape of hotel rooms, sleep remains crucial, but today's guests expect more. A hotel room is now a central hub in a guest's city experience, not just a place to rest. The BoTree's reinvented guest rooms exemplify this shift; we've eliminated traditional boundaries, creating open, flexible spaces. At The BoTree, our rooms offer a temporary city residency, embracing the modern guest's lifestyle."

Rob Wagemans - Creative Director and Founder of Concrete

Note to editors

The BoTree

One of London's most exciting openings in 2023, The BoTree stands at the point where Marylebone, Mayfair and Soho meet. An elegant and high-energy hotel with a commitment to Conscious Luxury: an ethos that involves making choices that ensure that people, planet and communities flourish. Comprising 199 rooms including 30 suites as well as destination restaurants, bars, and unique event spaces, the hotel is set to deliver a vibrant experience for all that come through its doors.

www.thebotree.com / www.thebotree.com/dine/the-botree-bar

EPR Architects

Established in 1945, EPR Architects is an award-winning architecture studio delivering exemplary architecture, masterplanning and interior design. We are committed to design excellence, with particular expertise in the workplace, hospitality and residential sectors. Our vast hospitality experience has involved defining some of the world's leading hotels, including the recently complete Raffles London at The OWO, The BoTree, NoMad London, The Ned and the Hoxton Shepherds' Bush. Our 300-strong team works across three studios — a central London headquarters plus offices in Manchester and the Polish city of Wroclaw.

www.epr.co.uk

Concrete Amsterdam:

Concrete is a multidisciplinary interior and architecture studio based in a canal house in the middle of the red light district in Amsterdam. Since 1997 Concrete develops concepts. We develop innovative concepts that transcend traditional boundaries. Whether it's in architecture, interior design, urban design, branding and conceptual programming, our diverse talents converge to create unique and impactful solutions. Fundamentally, Concrete places people above buildings, recognizing that the essence of design lies in its human connection. We firmly believe that form should follow life, shaping environments that seamlessly integrate with the ways people live and interact.

www.concreteamsterdam.nl

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Credits

Project

Client & ownership

The BoTree Hotel & Bar
Shiva hotels

Hotel operator
Restaurant operator
Designer
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Website

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Interior designer
Styling
Executive interior designer
Architectural design
Facade supervision
Purchasing agent
Lighting consultant
General contractor
Fit-out contractor
Specialist joinery
Suppliers
Specialist lighting
Art consultant
Graphic design wall panels
Manufacturer wall panels
Total area / total floors
Rooms
Suites
GF welcome lobby
GF The BoTree Bar
GF/LGF restaurant

Concrete Amsterdam
Concrete Amsterdam
Orbit architects
EPR architects
Skonto
Room facilities
DPA lighting
Ellmers
MCCue (public areas), Ellmers (rooms and suites)
Parla, O'Donnell, Castlebrook, Ahmarra

Imagin global, Illumination, Chelsom, Nine united
Artlink
Concrete, Carlijn Stadig
EE Exclusives
14.973m² / 14 floors
199 total, average room size 24 m²
30, from 30 – 82 m² (The Botree Suite)
176 m²
100 m²
478 m² / terrace 21 m²

LGF toilets	88 m2
Duration construction	4 years
Opening	September 2023

The BoTree - appendix

Specifications for off-the-shelf furniture & lighting + interior finishes

Welcome Lobby

Lounge chairs	Philippe Malouin for SCP Gubi Masculo Cassina, Capitol Complex chair, Pierre Jeanneret Fogia, Bollo armchair
Pouf	Norman Copenhagen, Silo,
Side tables	Menu, Androgyne Menu, Passage Fredericia, Pon Miniforms, Soda, blown glass amber/green SCP, cooper, walnut Vitra, occasional low table, walnut The Conran Shop, Mag side table
Sofa	Fogia, Tiki 3 seater & bespoke sofas with Kvadrat upholstery
Decorative lighting	Pendants, Ferm living, Collect pendant, disc low, disc high Table lamp Martinelli Luce, Pipistrello Table lamp Santa & Cole, Cesta & Cestita Floor lamp Santa & Cole, Dorica Floor lamp Menu, Hashira
Loose rugs	Linie Design, Rising Gemini Linie Design, Cursive Expanse

Interior finishes for the above

Floor: porcelain tiles green marble verde padure & golden age grey, inlay Jabo carpet 2623, Forbo coral classic mat
Walls/ceiling: radially arranged frame of natural oak fins, pivoting orange glass panels, sheer curtains De Ploeg Forecast

The BoTree Bar

Bar chairs	Cantarutti, Coco
Lounge chairs	Cantarutti, Coco
Cocktail tables	Antique brass base by Pedrali green marble tops
Wall lamps staircase	Mooie Light, kwic

Interior finishes for the above

Floor: bespoke duo-coloured terrazzo floor in Peacock pattern with brass rims
walls: radially arranged frame of golden fins & back-lit LED panels Auragami by Applelec, glazed Lavastone tiles, polished plaster Armourcut, walls staircase Estahome wallpaper blue&gold, floor staircase dark grey carpet Leoxx silky lounge, Ceiling: radially arranged frame of golden circles in a Peacock pattern, with back-lit LED panels, sheer curtains De Ploeg Forecast

Public toilet GF/LGF

Interior finishes for the above

Floor: Kronos Ceramiche tiles Dune & Nuit

Walls: Marazzi Lume tiles in green & blue tones, Metallica Black Lux tiles

Vanity custom design, bespoke graphic print on hpl toilet cubicles by concrete

Guest Room Floors

Lift lobby & corridor

Custom print carpet by Ege, Vescom wallpaper Onari

Standard guest rooms

Bespoke sofa upholstered with Stool	Vescom Ponza, bespoke colour
Bedside table	Norman Copenhagen, circus
Decorative ceiling lamp	Mobel Copenhagen, the pair (with bespoke oak top)
Wall lamp	Aromas del campo, spider
Bedside pendant	Flos, mini glo-ball
Wall lamp	Ferm living, socket pendant high
	Nemo, lampe de Marseille mini

Non-standard guest rooms

Lounge chair	&tradition, Loafer
Dining chair	Menu, Harbour dining chair
Dining chair with arms	Menu, Harbour
Lounge chair	Menu, Harbour lounge chair
Side table	Sancal, nudo
Side table	Menu, Androgyne, oak
Decorative pendant	Tom Dixon, mirror ball pendant
Floor lamp	Oluce 1953
Floor lamp	Menu, Peek

Marylebone Suites

Connectable with Lane Suites

Bespoke sofa with upholstery	Hallingdal 65 by Kvadrat
Lounge chairs	Arper, Kata
Coffee tables	Miniforms, soda, blown glass amber
Side table	Sancal, Nudo
Outdoor side table	Hay, bowler
Pouf	Norman Copenhagen, circus
Freestanding mirror	Magis, deja-vu
Table lamp	Santa & Cole, Cesta
Lounge chairs	Arper, orange slice & pouf
Side table	Serax, pawn
Bench	Sancal, nudo
Bar stool	Zeitraum, morph
Decorative pendants	Cappellini, meltdown
Floor lamp	Santa & Cole, Dorica

One-bedroom suites

type 02

Bespoke sofa with upholstery	Hallingdal 65 by Kvadrat
Lounge chairs	Fogia, Bollo
Side table	Menu, Androgyne
Side table	noo.ma, oly stool
Coffee tables	Sancal, nudo
Bench	Sancal, Nudo
Pouf	Norman Copenhagen, circus
Floor lamp	Oluce 1953
Wall lamp	Serge Mouille

type 03

Lounge chairs	Artifort Tulip lounge chair & pouf
Side table	Menu, Androgyne
Side table	Hay, slit, walnut
Pouf	Norman Copenhagen, circus
Wall lamp	JSPR, wall lines
Decorative pendant	JSPR, Lunar S
Floor lamp	Oluce 1953

type 04

Bespoke sofa upholstered with	Fjord by Kvadrat
Lounge chair	&tradition, Loafer
Lounge chair & ottoman	Vitra, Eames lounge chair, leather upholstery
Side table	Fredericia, Pon
Side table	Menu, Androgyne
Coffee tables	Ferm living, marble side table
Bar stools	Miniforms, lola
Bench	Sancal, Nudo
Decorative pendant	Ferm living, Vuelta
Pendants pantry	Ferm living, socket pendant high, low
Floor lamp	Foscarini, Twiggy
Pendants vanity	Lee Broom, Fulcrum

type 05

Bespoke sofa upholstered with	Vescom Ponza, bespoke colour
Lounge chair	&tradition, Loafer
Side table	Menu, Androgyne
Side table	Basta, disco tall
Coffee table	noo.ma, Looi
Stool	Norman Copenhagen, circus
Freestanding mirror	Magis, deja-vu
Floor lamp	Norman Copenhagen, sten arching lamp

The BoTree Suite

Curved sofa	LaCidivina, Osaka
with upholstery	Febric, uniform melange
Lounge chairs	Arper, orange slice high + pouf
Side table	Menu, Androgyne
Side table	Basta, Disco tall
Coffee tables	The socialite family, Carlotta

Outdoor table	Hay, bowler
Floor lamp	Foscarini, Twiggy
Floor lamp	Oluce 1953
Bar stools	Miniforms, lola
Lounge chair	&tradition, Loafer
Side table	Menu, Androgyne
Stool	Norman Copenhagen, circus
Bench	Sancal, Nudo
Bespoke sofa dressing with upholstery	Crest leather Legacy, dark caramel
Freestanding mirror	Magis, deja-vu
Pendant bar	Autoban, flying spider
Pendants vanity	Lee Broom, Fulcrum
Decorative pendant	JSPR, Lunar M
Wall lamps	Aromas, spider
Loose rug	Carpet sign, cameleon

Interior finishes

Standard & suite rooms floor & walls: carpet Hammer Memphis, Jabo 1639, Vescom wallpaper Onario, Nero, marvel pro statuario select & ribbed tiles by Atlas Concorde, ribbed golden tiles in the tile 2 lines gold, dressing area gold anodised aluminium frames with Madras fluted glass infill

Bedroom/living area: wooden frames with fluted wood panels, tinted mirror, various designs of upholstered floral panels with bespoke jacquard fabrics produced by EE Exclusives.

Additional finishes for suites

Wooden parquet flooring Hakwood, duoplank & herringbone, Marvel black Atlantis tiles by Atlas Concorde, green marble top, silver mirror wall panels, white stained oak panels & sliding doors, black stained oak, gold anodised aluminium frames with upholstery Sharkskin by Maharam, various Vescom wallpapers.