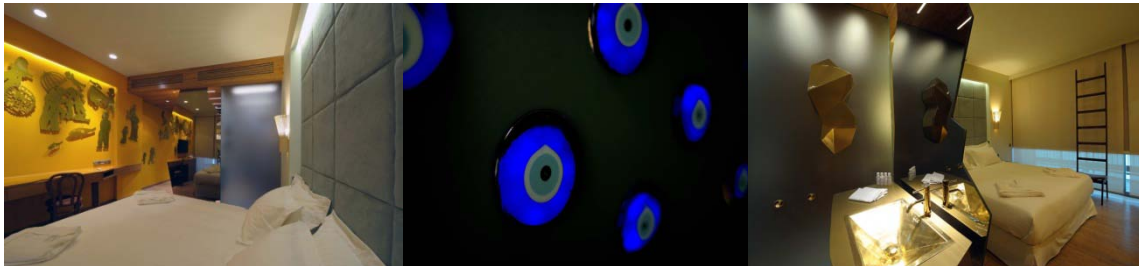




‘New Hotel’, Athens opens on 1st July

First Hotel Venture by Design Duo The Campanas



28 June 2011 – ‘[New Hotel](#)’ opens in Athens on 1st July, a member of the [Yes! Hotels](#) group. ‘New Hotel’ is the first hotel venture by award winning Brazilian designers [The Campanas](#) and the Design Hotel features striking interiors, quirky bespoke furniture and handmade fixtures throughout.

The 79 room hotel is located on Filellinon Street, next to Constitution Square (Syntagma Square) and within walking distance of the main sights – the Roman ruins of Plaka, the Acropolis and its new museum, the stylish cafe and boutique shopping district of Kolonaki, and the business zone. New Hotel houses ‘New Taste’ Mediterranean restaurant and a fitness area, while the executive floors, lounge and penthouse suite will be unveiled later this year.

Brazilian brothers Humberto and Fernando Campana led the design of the luxury hotel, in collaboration with 20 local architecture undergraduates from the University of Thessaly. In line with the design duo’s love of restoring, recycling and sharing, the team created unusual and stylish chairs, plates and side lamps by hand. Working with the students for an insight into local culture, the Campanas focussed on three traditional Greek themes. The first pays homage to [Karagiozis](#), a mischievous folklore shadow puppet, with golden fairytale characters adorning the walls. The second theme

embraces the '[evil eye](#)' – a bead charm used to guard against ill omen, with handmade glass eyes illuminated for an arresting effect. Finally, the third uses a wall collage of historic postcards to offer a glimpse of old Athens through a very modern design twist.

The bedrooms feature floor to ceiling windows, solid bamboo floors and tables, while the bathrooms showcase striking solid brass washbasins in the shape of fragmented rocks. Corridors are covered in bark cloth from Uganda, a natural wallpaper produced by processing bark from the [Moraceae](#) tree. The hotel was formerly the Olympic Palace Hotel and while strikingly modern in design today, original features have been retained, including the 1940s black marble staircase.

Located on the ground floor, 'New Taste' restaurant is inspired by the Campana's iconic [Favela chair](#), with columns covered in long narrow strips of wood, reminiscent of the favelas in Brazil. The allday restaurant features an authentic espresso bar and serves traditional breads and pastries baked daily, as well as market style fresh salads, grills and Greek specialities.

Rates start from 160 Euros (approx £140) per Double Room, per night, including breakfast. For reservations, telephone +301210 628 4400, or visit www.yes.hotels.gr

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Notes to editors:

YES! Hotels currently encompass the Semiramis Hotel, Periscope Hotel, Twentyone Hotel and Kefalari Suites Hotel, all situated in Athens. Owned by Dakis Joannou, an eminent collector of modern art, the philosophy of Yes! Hotels is Young, Enthusiastic and Seductive and denotes a commitment to creating a new form of art in hospitality; a finely crafted balance between style and comfort. The original YES! Hotel, Semiramis Hotel, was designed by Karim Rashid and encapsulates an ambitious notion of design in the thriving area of Kifissia, a stylish, well-heeled suburb of Athens. Twentyone Hotel, located in Kifissia is a creative ergonomic design space; Kefalari Suites are serviced apartments set in a 19th century mansion building and Periscope Hotel is a city resort hotel in the central Athens area of Kolonaki.

For more information visit: www.yeshotels.gr