

“ YOU SAW IT IN BIRMINGHAM FIRST;
A CROSS BETWEEN A SERIOUSLY
UPSCALE DESIGN HOTEL AND A
JAPANESE POD, MIRACULOUSLY
COMING IN AT MOTEL 6 PRICES... ”

The New York Times



bloc

HOTELS

GRAND CENTRAL

BLOC HOTELS TODAY UNVEIL PLANS
FOR A MULTI-MILLION POUND
DEVELOPMENT TO TRANSFORM
THE BIRMINGHAM SKYLINE

The 25-storey BLOC Grand Central is designed by award-winning architects Glenn Howells and entirely funded by private investors.

It will help realise Birmingham City Council's vision of making the Southside district a vibrant and attractive destination for visitors.

BLOC's designers, in conjunction with innovation partners Samsung, have developed a high-tech, smart hotel that matches the aspirations of the area.

The building is just 50 paces from the iconic Spanish Steps entrance to New Street Station, John Lewis and the Grand Central shopping precinct.

BLOC's flagship 238-room hotel will be built on a site currently occupied by a largely vacant 1960s office block. It will create 40 full-time jobs in the area and support scores more ancillary workers.

The Southside development at 32-34 Hill Street is part of an ongoing multi-million pound investment by the hotel chain in Birmingham city centre.

More than 30million tourists visit Birmingham each year and BLOC Grand Central offers affordable, city centre luxury during their stay.

BLOC's critically-acclaimed designer hotels in Gatwick Airport and Birmingham's Jewellery Quarter have already proved a hit with business and leisure travellers.

BLOC are also set to launch their innovative 'apart-rooms' for longer stays. Apartment BLOC launches soon at their hotel in the Jewellery Quarter.

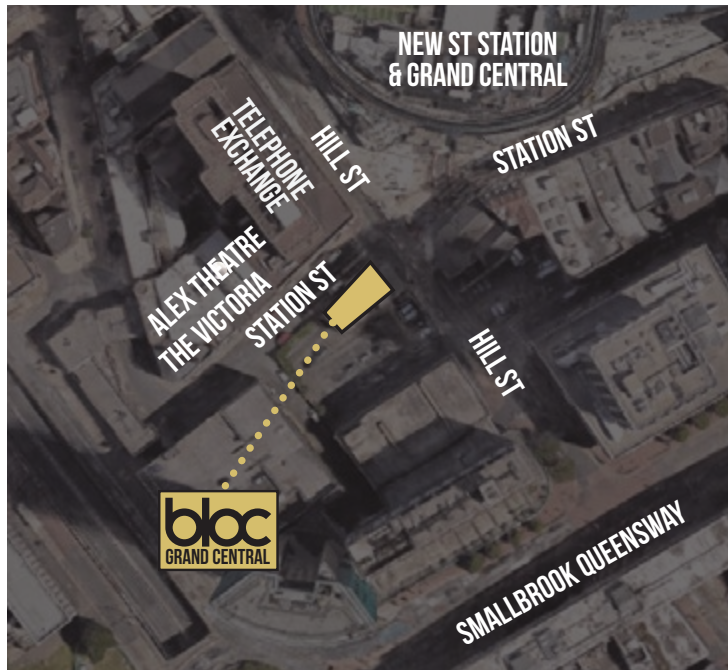
Rob Morgan, Managing Director of BLOC Hotels, said: "BLOC Grand Central will be a defining moment in the company's ambitious growth strategy. Our first hotel was in Birmingham and we want to continue to invest in the city that the brand was born in."

Glenn Howells, of Glenn Howells Architects, said: "We are delighted to be working with fellow Birmingham-based company BLOC Hotels on a truly bespoke building for the heart of the city."

"The building is situated at an important gateway site within Birmingham City Centre and offers the opportunity to define a benchmark for the future regeneration of this part of the city."



BLOC GRAND CENTRAL RECEPTION



ABOUT BLOC HOTELS

The BLOC Hotel is based on some fresh thinking. We use clever new design and construction techniques to build hotels with small, chic, perfectly-formed rooms for people who appreciate quality but don't always need the fuss of a traditional luxury hotel. And without the unnecessary extras, BLOC can keep prices low.

BLOC's design principles are based on pared-down luxury. So just because you won't find an over-blown restaurant, spa or conference facility, doesn't mean you'll have to compromise on style or a really good night's sleep. BLOC gives you the best of what you do need and none of what you don't.

BLOC ROOMS INCLUDE:
 FREE SUPER-FAST WIFI // POCKET SPRUNG KING SIZE BED // ARTEMIDE AMBIENT LIGHTING // DRENCH SHOWER WET ROOM // SAMSUNG HD LED TV // CLIMATE CONTROL SYSTEM

For more information, images and interview requests, please contact Julian Kahn on (0121) 212 1223.

