



A NEW DAWN FOR W BARCELONA: ICONIC W BARCELONA ANNOUNCES MULTI-MILLION EURO ROOMS RENOVATION



*Stunning Redesign of all 473 Guest Rooms and Suites Inspired by the Hotel's Envidable Location
Overlooking the Mediterranean Sea*

BARCELONA – January 16, 2017 – W Hotels Worldwide, now part of Marriott International (NASDAQ: MAR), today announced the transformation of its 473 guest rooms and suites. The cutting-edge new design is inspired by the hotel's 24/7 energy and privileged location on the shores of the buzzing Barceloneta. W Hotel's award-winning in-house design team has partnered with London-based design studio Bowler James Brindley to reimagine the hotel.

Since W Barcelona opened its doors in 2009, it has been one of the most distinctive landmarks along the Barcelona coast. Famed for its iconic sail-shaped building and unprecedented sea views, W Barcelona continues to disrupt and redefine the Barcelona hospitality scene. Regularly hosting fashion events, product launches and high profile guests, the hotel has made a bold impression on both locals and international jetsetters alike.

“W Barcelona plays an integral role in the city’s dynamic hospitality scene. It broke the mold of traditional luxury hotels when it opened in 2009 and continues to reinvent itself in order to fuel guests’ lust for life.” said Richard Brekelmans, General Manager, W Barcelona. “I’m confident that the transformation of the guest rooms will ensure that W Barcelona retains its position at the forefront of the city’s luxury hotel scene for many years to come.”

An Aquatic Urban Environment

W Barcelona’s new room design celebrates both the city and the sea and embraces the unique views afforded by the hotel’s guest rooms. The colour palette is derived from the blue hues of the sea, with pops of white, teal and rose gold to accentuate the light and complement the views from the floor-to-ceiling windows. The notion of underwater camouflage is displayed in the room’s carpet, which is designed to represent playful interpretation of the sea bed seen through the waters of the Mediterranean.

In a nod to Barcelona’s celebrated culinary scene, the modular furniture in the sitting area is designed to reflect the Spanish tapas culture – chic, small tables and chairs with pendant lighting that combine to create a beautiful whole. The Barcelona city grid comes to life on the guest room wall with an innovative lighting structure that transforms the mood from day to night. The new rooms also feature signature accent pillows showcasing modern images of iconic characters from Barcelona’s history including Gaudí, Dalí and St. Eulalia.

"Our bespoke design narrative for the Guestrooms & Suites takes direct inspiration from the dynamic views of the city, sky and sea, enjoyed from every room of the hotel. This is afforded by the truly unique stature and unsurpassed position the hotel holds within Barcelona’s cityscape." said Stephen Crawley Co-Founder of Bowler James Brindley.

In addition to the new room design, all guest rooms will feature a range of new in-room services including Nespresso coffee machines, tea making facilities, 49-inch flat-screen televisions and Bose blue-tooth sound systems. Each room and suite also has signature W amenities including: the Bliss® Spa sinkside six bath products, the signature W Hotels Bed, access to high-speed WiFi and the brand’s signature Whatever/Whenever® service, which provides guests whatever they want, whenever they want it.

Furthermore, in a nod to the city’s reputation as one of the party capitals of the world, W Hotels also recently announced that W Barcelona will soon be home to the first W Sound Suite in Europe, a private music studio and writer’s room for professional recording artists, studio musicians, as well as hotel guests, to record in style while on the road.

“W continues to disrupt the luxury hotel scene by bringing forward-thinking design and innovative guest experiences to vibrant cities around the globe,” said Jenni Benzaquen, Vice President, W Hotels Worldwide. “With a mission to fuel guests’ lust for life, W ignites an obsessive desire to soak it in, live it up and hit repeat! The transformation of the guest rooms at W Barcelona will provide even more provocative design and fun-filled experiences to international jetsetters from around the globe.”

The transformation of the guest rooms at W Barcelona will be completed by end of April 2017. W Barcelona will remain open throughout this period and will continue to offer all its usual services.

For more information about the new rooms visit: www.w-barcelona.com/neverboring

Download images in high resolution through: [Starwood Asset Library – W Barcelona](#)

About W Barcelona

W Barcelona is a part the newly created W Escapes portfolio, designed by world-renowned architect Ricardo Bofill, W Barcelona is the ideal setting for an unforgettable stay. Located on the seafront, on the Barceloneta promenade, the hotel features 473 guest rooms, including 67 suites, two WOW suites and one Extreme WOW suite with panoramic views of the city and the sea. W Barcelona also offers its guests an impressive array of facilities including Spain's first Bliss® Spa, where guests can relax and recharge their batteries; and the signature restaurant BRAVO²⁴ by the visionary Michelin-starred Catalan chef, Carles Abellán.

About Bowler James Brindley's studio

Taking their name from the historical names of the company's directors, Bowler James Brindley takes pride in its English heritage and attitude of eccentricity, understatement, quirkiness and inclusion. Having all held positions at the highest levels in the interior design industry, the partners all offer very different skills, coming together to create a new, fresh paradigm. Working for leading hotel operators, elite residential developers and bespoke bar and restaurant owners, BJB Ltd expect the same level of skill of its like-minded interior designers and architects.

Marriott International, Inc. (NASDAQ: MAR) is the world's largest hotel company based in Bethesda, Maryland, USA, with more than 5,700 properties in over 110 countries. Marriott operates and franchises hotels and licenses vacation ownership resorts. The company's 30 leading brands include: *Bulgari Hotels and Resorts®*, *The Ritz-Carlton®* and *The Ritz-Carlton Reserve®*, *St. Regis®*, *W®*, *EDITION®*, *JW Marriott®*, *The Luxury Collection®*, *Marriott Hotels®*, *Westin®*, *Le Méridien®*, *Renaissance® Hotels*, *Sheraton®*, *Delta Hotels by MarriottSM*, *Marriott Executive Apartments®*, *Marriott Vacation Club®*, *Autograph Collection® Hotels*, *Tribute PortfolioTM*, *Design HotelsTM*, *Gaylord Hotels®*, *Courtyard®*, *Four Points® by Sheraton*, *SpringHill Suites®*, *Fairfield Inn & Suites®*, *Residence Inn®*, *TownePlace Suites®*, *AC Hotels by Marriott®*, *Aloft®*, *Element®*, *Moxie Hotels®*, and *Protea Hotels by Marriott®*. The company also operates award-winning loyalty programs: Marriott Rewards®, which includes The Ritz-Carlton Rewards®, and Starwood Preferred Guest®. For more information, please visit our website at www.marriott.com, and for the latest company news, visit www.marriottnewscenter.com and @MarriottIntl.