



HOTELS  
WORLDWIDE

## ICONIC W BARCELONA COMPLETES MULTI-MILLION EURO ROOM RENOVATION AND OPENS EUROPE'S FIRST W SOUND SUITE

*Stunning Redesign Includes Renovation of All 473 Guest Rooms and Suites;  
W Sound Suite Music Studio and Writers Room to Inspire Artists and Hotel Guests Alike*



*A newly renovated Fabulous Room with sweeping views of the Mediterranean at W Barcelona.*

**NEW YORK** – June 1, 2017 – W Barcelona, an iconic flagship of W Hotels Worldwide, part of Marriott International (NASDAQ: MAR), today unveiled a multi-million Euro transformation of all 473 guest rooms and suites, along with the addition of Europe's first W Sound Suite (a music studio and writers room, now available at four W Hotels around the world). The award-winning in-house design team at W Hotels partnered with London-based design studio Bowler James Brindley to reimagine the hotel, inspired by the 24/7 energy and privileged location on the shores of the buzzing Barceloneta.

“W Barcelona has been known for its innovative design since it first opened its doors in 2009,” said Anthony Ingham, Global Brand Leader, W Hotels Worldwide. “The completion of this multi-million Euro makeover ensures this beachside escape will continue to lead the market with its forward-thinking decor and unrivaled guest experience.”

Since the hotel's inception it has become one of the most distinctive landmarks along the Barcelona coast. Famed for its iconic sail-shape 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.

### *City and Sea Converge*

The new room design celebrates both the city and the sea, embracing the unique views afforded by the hotel's guest rooms. The color 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 a 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 reflects Spanish tapas culture – chic, small tables and chairs with pendant lighting. The guest room wall reflects the city's grid 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.

All guest rooms also 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. Signature W amenities are still available to all guests 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.

### *Eat. Sleep. Record. Repeat.*

Following successful launches at W Bali, W Seattle and W Hollywood, W Barcelona lives up to the city's reputation as one of the most innovative music capitals by opening Europe's first W Sound Suite. In partnership with Coca-Cola, this private music studio and writer's room enables professional recording artists, studio musicians, producers and hotel guests alike, to record in style while on the road. The main mixing room of the W Sound Suite at W Barcelona features a private vocal booth and a lounge big enough for artists and their entourage. W Barcelona will offer private master classes lead by W Barcelona's Music Curator, exclusive recording sessions and an original space for creative brainstorming sessions for musicians and hotel guests alike.

W Sound Suites are in part the brainchild of the W brand's North American Music Director, **DJ White Shadow**, the Chicago-based producer best known for his work with Lady Gaga. The W Sound Suite at W Barcelona is equipped with the latest in studio technology and offers professional specifications in a stylish, comfortable and sound-proof space. To outfit the space, W Hotels and Coca-Cola partnered with industry leader, Native Instruments, who provided the latest generation of the world's leading production suite (Komplete 11), a state-of-the-art control keyboard (Komplete Kontrol S-Series), the cutting-edge groove production system used by hip-hop producers around the globe (Maschine) and an all-in-one DJ system (Traktor Kontrol S8), among other items. W Hotels also worked with world-renowned audio company, Shure, to provide new SHR440 headphones, X2u microphones, KSM32/SL microphone condensers and BETA®181 microphone for the ultimate recording experience.

“Barcelona is an epic city known for its nightlife, culture, and most of all- music,” said DJ White Shadow, North American Music Director, W Hotels Worldwide. “The latest W Sound Suite at W Barcelona will be the perfect place for international artists to record while on the road. And for hotel guests that have always dreamt of the spotlight, they can book it too!”

To celebrate the launch of the newest W Sound Suite, W Barcelona will host a new content series in collaboration with local record labels and upcoming artists compiled and selected by PIEM, Music Curator at W Barcelona. The first event will feature THE GROUND – famed Berlin-based electronic music duo composed of Florian Kruse and Hendrik Burkhard. The celebrated producers will present their unreleased EP in an intimate in-studio performance.

### ***Celebrating In Style***

In celebration of the hotel’s striking new room design, W Barcelona has partnered with internationally renowned artist and muralist **Ricardo Cavolo** to create a limited-edition footwear collection in collaboration with Muroexe, a Spanish urban shoe brand.

Inspiration for the Ricardo Cavolo x W Barcelona sneaker collection is easily found in the hotel’s stunning location on the shores of the Mediterranean, with design elements such as waves, palm trees, the sun and the color blue incorporated throughout. These unique features are accentuated by Cavolo’s trademarks – fire and hearts – for a lighthearted spin on footwear. The sneakers are available for purchase for 150 Euro at [W-Barcelona.com/RCxW](http://W-Barcelona.com/RCxW).

For more information about the renovation of W Barcelona visit [W-Barcelona.com/NeverBoring](http://W-Barcelona.com/NeverBoring).

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### **About W Hotels Worldwide**

Born from the bold attitude and 24/7 culture of New York City, W Hotels, part of Marriott International, Inc., has disrupted and redefined the hospitality scene for nearly two decades. Trailblazing its way around the globe, with over 50 hotels, W is defying expectations and breaking the norms of traditional luxury wherever the iconic W sign lands. 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 brand’s provocative design, iconic Whatever/Whenever service and buzzing Living Rooms create an experience that is often copied but never matched. Innovative, inspiring and infectious, the brand’s super-charged energy celebrates guests’ endless appetite to discover what’s new/next in each destination, to see more, feel more, go longer, stay later. W Hotels Worldwide is proud to participate in the industry’s award-winning loyalty program, Starwood Preferred Guest®. Members can now link accounts with Marriott Rewards®, which includes The Ritz-Carlton Rewards® at [members.marriott.com](http://members.marriott.com) for instant elite status matching and unlimited points transfer. For more information on W Hotels, visit [whotels.com/theangle](http://whotels.com/theangle) or follow us on [Twitter](#), [Instagram](#) and [Facebook](#).

### **About W Barcelona**

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 BRAVO<sup>24</sup> 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.