



Press Release

Yoo2 Rio de Janeiro opens with design by London based YOO Studio

The Yoo2 Rio de Janeiro, Brazil opened in July 2016. Designed by the YOO Studio in London, the aim was to create vibrant, inspiring spaces with a story rooted in Brazilian culture, yet with international flair. The design draws inspiration from Rio's vibrant culture, design, art, music and the hotel's location on the edge of the beach. The resulting design is graphic and bold, eclectic and relaxed, yet with an air of sophistication. There are also lots of plants and lush greenery which reflects the tropical climate of Brazil.

The hotel is designed to welcome both the local community and guests, in sociable environments which encourage them to mingle. The YOO Studio's design includes lots of bold colour, to reflect the vibrancy of Brazilian culture and art. These include encaustic tiles with strong geometric patterns, each handmade in Brazil by a company who has been making them for nearly a century.

The lobby features dark, rich timber set against concrete with bold touches of colour in the joinery, furniture and accessories. A wall of plants adds greenery and vibrancy. The lift shaft has been hand painted by Rio based graffiti artist Marcelo Ment. This takes visitor on an abstracted journey through Rio from the ground floor to the roof top, as seen through the glass window in the lift. Each floor corridor has been painted a different colour set against a bold geometric black and grey floor

Room design also incorporates memorable design elements. Yoo2 and Yoo2 Plus Rooms include black & white palm print ceilings, creating a stunning feature. Floors are made of Geometric black, white and grey handmade encaustic tiles. The Yoo2 Bed offers an oversized headboard cushion, making it an attractive place for both relaxing and sleeping. Bedside Tables are a mix of colourful, locally inspired custom designed graphics, are a flat pack design and available for Guests to purchase and take home. Throughout, there is beautiful timber joinery. Bathrooms are in polished concrete, with local white and blue tiling, with generous walk in showers. Accessories include items such as vintage Brazilian books.

Corcovado, Sugar and Bossa n Sugar Rooms also include the Yoo2 Bed Headboard, which has a surrounding in colourful wooden parquet tiles. The Bedside Tables are separate from the bed, to create a more residential feel to the room. A feature wall showcases colourful graphics. Furniture is all made locally in Brazil and space allows

for relaxation and dining/work. Large windows afford spectacular views of Sugar Loaf Mountain and Corcovado (Christ the Redeemer statue).

There is a headline Celebration Suite, which has a separate living room, perfect for entertaining. The Suite features neon artwork, a vinyl record player (with curated selection of LP's) and extensive bar.

Cariocally Restaurant and Bar is a sophisticated dining environment, with dark interiors contrasted by a bright dining terrace. From The Lobby, you enter the bar area, which is cool, sophisticated and moody- a rich mix of black stone and joinery, set against the bold black and white encaustic tiles on the bar and brass pendant lights. Shelves, backed by a distinctive bronze mirror are lined with plants, books and vintage objects. The restaurant interior walls are lined with local wood, complimented by bold wall lighting. Bright green upholstered banquette seating contrasts the black table and chairs. The colour scheme continues into the light filled outdoor terrace, which features a back wall of geometric green, black and white tiles and guests are surrounded by lush plants.

The Rooftop Pool Bar's extensive terrace offers spectacular views of Botafogo Beach, Sugar Loaf Mountain and Corcovado (Christ the Redeemer statue). The interior bar is designed with distinct timber in a herringbone pattern. The outside terrace offers white upholstered cabanas and lounge seating. Planting and bright soft furnishings contrast the surrounding tiling of black, white and shades of grey.

The building was previously occupied by various foreign embassies. Brazilian architect Sergio Gattass worked on the conversion to a hotel and Melina Romano managed the project locally and realised the YOO Studio's design concept. Working closely on all aspects of the project, liaising with local artisans and manufacturers to bring the project to life.

Staff Uniforms have also been brought into the overall design theme. Local designer, Andre Namitala (Handred Design Studio) has created a stunning range of clothing, which compliments the hotel's design and colour palette.

The Yoo2 Rio de Janeiro is managed by Intercity Hotels.

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About YOO Hotels and Resorts:

YOO Hotels and Resorts are inspired by the YOO Group's vision of enriching lives with extraordinary living spaces. Our luxury hotel brand, the YOO Collection, brings together world renowned Creative Directors and the renowned YOO Studio with some of the world's most sublime destinations and flawless yet personal service. Meanwhile, Yoo2 continues the design ethic in an eclectic group of lifestyle hotels; each one a striking expression of local soul. Headquartered in London, YOO Hotels and Resorts operate and are developing hotels in Hong Kong, Rio de Janeiro, Boracay, Bali, Thailand, Porto Alegre and the United Kingdom.

About YOO Group:

YOO is a global design group created by leading property developer, John Hitchcox. With a singular vision to enrich lives with extraordinary living spaces, the group brings its unique design-led philosophy to hotels, real estate, furnishings, energy and capital.

About YOO Studio:

Based in London and headed by Mark Davison, the YOO Studio is a unique design house, specialising in residences and hotels. Creating their own cutting edge design, as well as bringing to fruition the visions of YOO's Creative Directors, ensures a design DNA that could only come from working with the world's best.

About Intercity Hotels:

A pioneer in urban hotels, with 32 locations throughout Brazil and Uruguay. Headquartered in Porto Alegre and Sao Paulo, the introduction of Yoo2 Hotels will bring an upscale brand into the existing portfolio and will complement the contemporary Hi brand that the company is also introducing to the market. The company is focused on rapid expansion and aims to have over 60 hotels in the market by 2018.

Further information and media enquiries:

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