



## Press Release

### **The first Yoo2 Hotel prepares to open in Rio de Janeiro, Brazil**

The Yoo2 Rio de Janeiro by Intercity will open in July 2016. This is the first hotel in a new brand for YOO Hotels and Resorts. Yoo2 Hotels bring original design and local soul to each destination, creating a sociable environment for both hotel guests and the local community. The Yoo2 Rio de Janeiro is a partnership between YOO Hotels and Resorts and Intercity Hotels. YOO brings over 15 years of international experience in design, branding and marketing, which is complimented by the local expertise of Intercity Hotels within the Brazil market. Intercity Hotels will manage all properties in Brazil and there are plans to grow the brand throughout Brazil and globally.

Yoo2 Rio de Janeiro by Intercity is located in the vibrant Botafogo neighborhood. Affectionately known by the Carioca as 'BotaSoho', guests are at the beating heart of the city, with spectacular views across Guanabara Bay towards Sugar Loaf Mountain and the Christ the Redeemer statue on Corcovado. These can be enjoyed from the Rooftop Pool Bar and the majority of the 143 Guest Rooms and Suites

Designed by the YOO Design Studio in London, collaborating with local artists and artisans, the hotel incorporates an international flavor, with accents of Brazilian design through murals, tiling, parquet wall paneling and furniture. Marcelo Ment, a Rio de Janeiro based Street Artist, has created a spectacular graffiti mural within the elevator shaft, which can be viewed from the glass backed lifts on your journey through the hotel. The YOO Bed creates a comfortable sleeping and relaxing environment, with its oversized head cushion and a residential feel with its detached bedside tables (which can be purchased by Guests). The YOO Tree is the perfect in room entertainment and storage solution and refreshments can be enjoyed from the locally stocked minibar, or Nespresso Machine.

The Yoo2 Guest Experience focuses around an informal, sociable atmosphere. Tablet Check Ins, guided morning beach runs, shared dining, well mixed cocktails and music showcasing local talent is all part of the mix. Chef Marcelo Schambeck, renowned for work at Bistro Del Barbieri in Porto Alegre will bring a mix of local, international healthy and inventive dining throughout the hotel. Cariocally Restaurant & Bar will focus on the best in contemporary regional dining, whilst The Rooftop, with its spectacular views will offer hand crafted cocktails and a Seafood Bar.

Local partnerships will showcase the best of the destination and include Bathroom Amenities from Granado, Jeffreys Beer and Aqim Chocolates. Yoo2 Hotels also welcome guests of all ages and is a pet friendly environment. Staff have been dressed by Andre Namitala from famed Handred Clothing and the Yoo2 approach of wit and personality will be present throughout.

**Ends:**

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 Design 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 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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