

# Sensory Overload

Wellington's exceptional new hotel offering is unique, quirky and fabulous, combining the building's original Edwardian heritage design features with a bold contemporary vision.

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## SPLENDOUR & COMFORT

Rich, lustrous colours and curved furniture including armchairs, sofas and footstools make a statement at the Naumi Studio Hotel Wellington.



double-glazed windows and mood lighting. The hotel's dining offerings continue the sensory delights. Pull up a stool at the grand Lola Rouge Bar and sample from the curated list of cocktails and award-winning New Zealand wines.

Or step into the pastel green oasis of the Parlour area and while away the hours in the afternoon sun. The hotel's soon-to-be opened Lola Rouge restaurant offers shared-plate style dining of Indian-Asian cuisine.

The Naumi Studio doesn't shy away from the bold, and while it may not be to everyone's taste, a stay here is an experience like no other. "Whimsical interiors, fun and fancy, we transport our guests away from the ordinary," says Snow. "This is the memorable escape to celebrate every occasion."

**"Naumi Studio Hotel Wellington embraces the art, creativity and whimsy of Cuba Street."**



**A** bohemian cove. A whimsical wonderland. An artistic oasis. There are many ways to describe Wellington's newest luxury hotel but none of them quite capture the feeling when you walk through the doors. That's because the Naumi Studio Hotel Wellington is a veritable feast for the senses. Situated in an iconic Edwardian heritage building in the heart of the Cuba Street precinct, the 116-room property is the latest opening from the Singapore-based private hospitality label. It's the fourth New Zealand opening for the award-winning brand, after the Naumi Hotel Auckland Airport and Queenstown's Dairy Private Hotel and The Central.

Muted and minimal is not what you'll find here. Full of quirky character and a healthy dose of whimsy, the hotel is inspired by the fictional story of Lady Naumi and her lover, a merchant sailor who would send her packages of books, exotic plants and artworks during his voyages. When her lover is lost at sea, Lady Naumi is left alone to pour her love and memories into the hotel.

While retaining heritage elements such as the hanging staircase, original tiles and the lobby's intricate architrave, the space has been reimagined with a bold, artistic and seafaring-inspired design eye, an ode to the city's creative culture.

As Naumi Hotels CEO Australia and New Zealand, Gaurang Jhunjhnuwala is an avid art and design collector, heritage architecture and local artists were key elements of the hotel's vision. "Naumi Studio Hotel Wellington embraces the art, creativity and whimsy of Cuba Street and the space celebrates what Wellington is renowned for," says Head of Marketing Shell Snow.

As you walk up to the reception, bespoke rugs by gardenscape artist Karl Maughan lie underfoot, while a large-scale floral backdrop by Art Dept hangs behind the desk and gigantic floral



lighting sculptures by Angus Muir Design illuminate the lobby. "We see the hotel as the perfect space for housing artist talks, events and exhibitions," says Snow. "We are positioned perfectly for our guests to easily explore and fully immerse themselves in the area, with our lavish haven awaiting their return."

With six different types to choose from, the hotel's rooms are designed to honour the building's original architectural charms, with a contemporary spin. Discover bold pops of colour and floral accents in the cosy studios, with high ceilings and decorative windows capturing the 'heritage chic' feel. An explosion of florals greets you as you walk into the Executive Suite, bringing together old and new world design and featuring a lounge, bar, queen bed and a spacious bathroom. The rooms come with all modern trappings for a comfortable stay, including smart TVs,



#### EXPERT EYE

The hotel's bars, dining spaces and guest rooms feature bold colour schemes and sumptuous furnishings and artworks by NZ designers.