

ROSEWOOD

HOLBORN DINING ROOM SCARFES BAR CONCEPT DEVELOPMENT OPERATIONS

London
2013-2018



Outdoor Areas

Uniforms



INSIGHT HOSPITALITY

CONCEPT DEVELOPMENT

Working with the team, we analysed the operational challenges and curated an offer that would be deliverable 7 days a week, breakfast, lunch, and dinner in the essence of a traditional brasserie. Insight Hospitality’s responsibilities during this 5-year contract included the completion of: full interior design, recruitment, menu development, operational development, and communications development. Set within the refined elegance of the Rosewood London Hotel and facing Scarfes Bar, Holborn Dining Room is a 236-cover all-day brasserie that is both stylish and familiar. We appointed Martin Brudnizki Design Studio to create the full interiors. Martin Brudnizki Design Studio utilised the ‘rich heritage of this Edwardian Belle Époque building and added a contemporary twist, with glamorous neo-gothic chandeliers hanging over the original marble floor and oak and copper bars flanking either side of this animated room.

OPERATIONS

The team continued to develop Holborn Dining Room and Scarfes Bar by carrying out the recruitment of all senior team members, including head chef Calum Franklin, waiting staff, and bar teams. The team also helped to develop all menus and operated for 5 years to great success of the media and transformed Holborn Dining Rooms and Scarfes Bar into icons in the London dining scene. Holborn Dining Room is now the winner of Best New Hotel in the World, Telegraph Luxury Travel awards 2015.





CONTACT US

LONDON

EMAIL info@insighthospitality.net
WEB insighthospitality.net
DES +44 (0)7712 624825
OLIVIER +44 (0)7595 326461


DUBAI

EMAIL info@insighthospitality.ae
WEB insighthospitality.ae
PRABS +971 (0)58 502 5190

LATAM

EMAIL melissa@insighthospitality.net
WEB insighthospitality.co
MELISSA +57 350 3493 874

 insight.hospitality

 insight-hospitality-llp

