

Ambassadors Bloomsbury hotel undergoes £7 million revamp



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UK: **Boutique hotel** Ambassadors Bloomsbury hotel has been refurbished and relaunched under the name **The Memoir Club**.

Wellbrook Hospitality conceived and developed the idea for the rebranded luxury hotel. Located on Upper Woburn Place, the hotel holds 100 guest rooms.

ICA Studio, a Glasgow-based company, headed the £7 million redesign.

Advancements in the guest rooms, which are divided across six categories, include Apple TV, Nespresso coffee machines, eco-friendly amenities, and multiple charging points.

In addition, the Adeline Restaurant at The Memoir Club provides an Eastern-Mediterranean menu. Inspired by Virginia Woolf's birth name, the Adeline Restaurant also serves an array of cocktails named after notable Bloomsbury individuals.

The Memoir Club also houses redesigned meeting room space. Rooms can house up to 300 visitors for drink receptions or 264 delegates for conferences or corporate events.

General manager George Konstas said: "We are immensely proud to unveil our new transformation — a celebration of both our storied past and dynamic future. The Memoir Club embodies the spirit of innovation and artistic expression that has always been at the heart of Bloomsbury. Guests will not only experience world-class hospitality but also immerse themselves in a living narrative of culture, creativity, and community."

Highlights:

- Wellbrook Hospitality has created The Memoir Club, repositioned from the Ambassadors Bloomsbury following a £7 million redesign by ICA Studio.
- All 100 guest rooms now feature modern tech and eco-friendly amenities.
- The Adeline Restaurant offers Eastern-Mediterranean cuisine and literary-inspired cocktails.
- Event spaces can hold up to 300 guests for receptions or 264 for conferences.