

# Seoul Report

## November 2020

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- Project 1: Mondrian Seoul Itaewon (Hotel, Korea)

## 1. MONDRIAN SEOUL ITAEWON

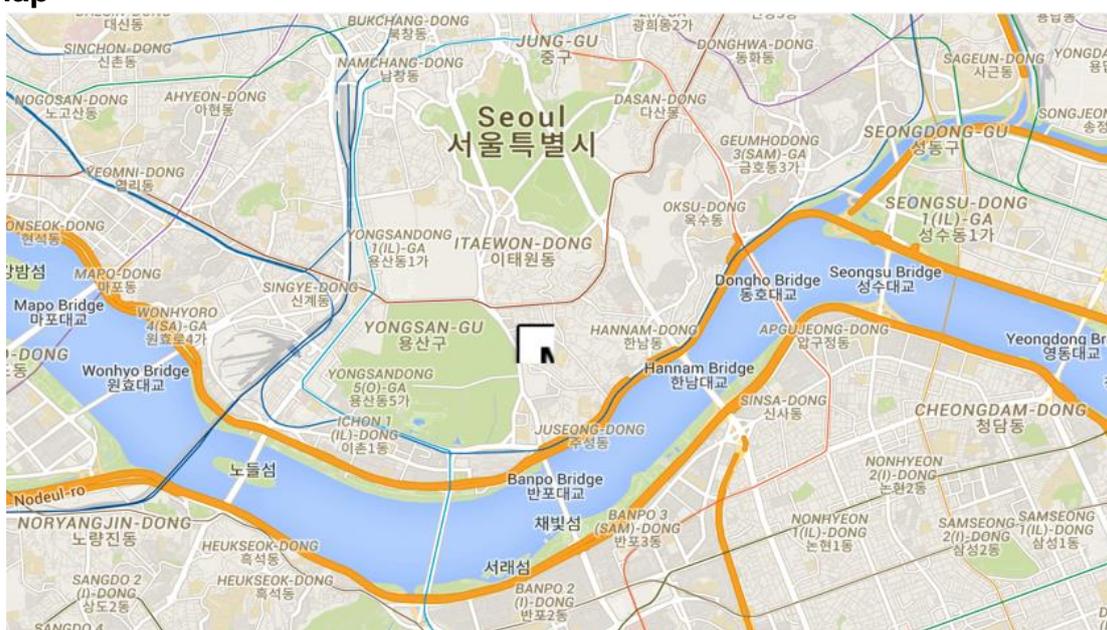
### Project Overview

Mondrian Seoul Itaewon is a hotel refurbishment project by Yojin Construction and managed by Accor. Mondrian is a lifestyle brand which offers innovative design and creative concepts tailored to the local destination. The hotel in Seoul represents Mondrian's first expansion into Asia, following locations in Los Angeles, New York, South Beach and Doha. Located in the city's Itaewon neighborhood, one of Seoul's hottest nightlife areas, the interior of the 296-room hotel was redesigned by Singapore-based interior design company Asylum. The hotel features F&B brands like signature, restaurant Cleo, multiple lobby and rooftop bars, a premium executive lounge, luxury spa facilities and Altitude pool terrace bar.

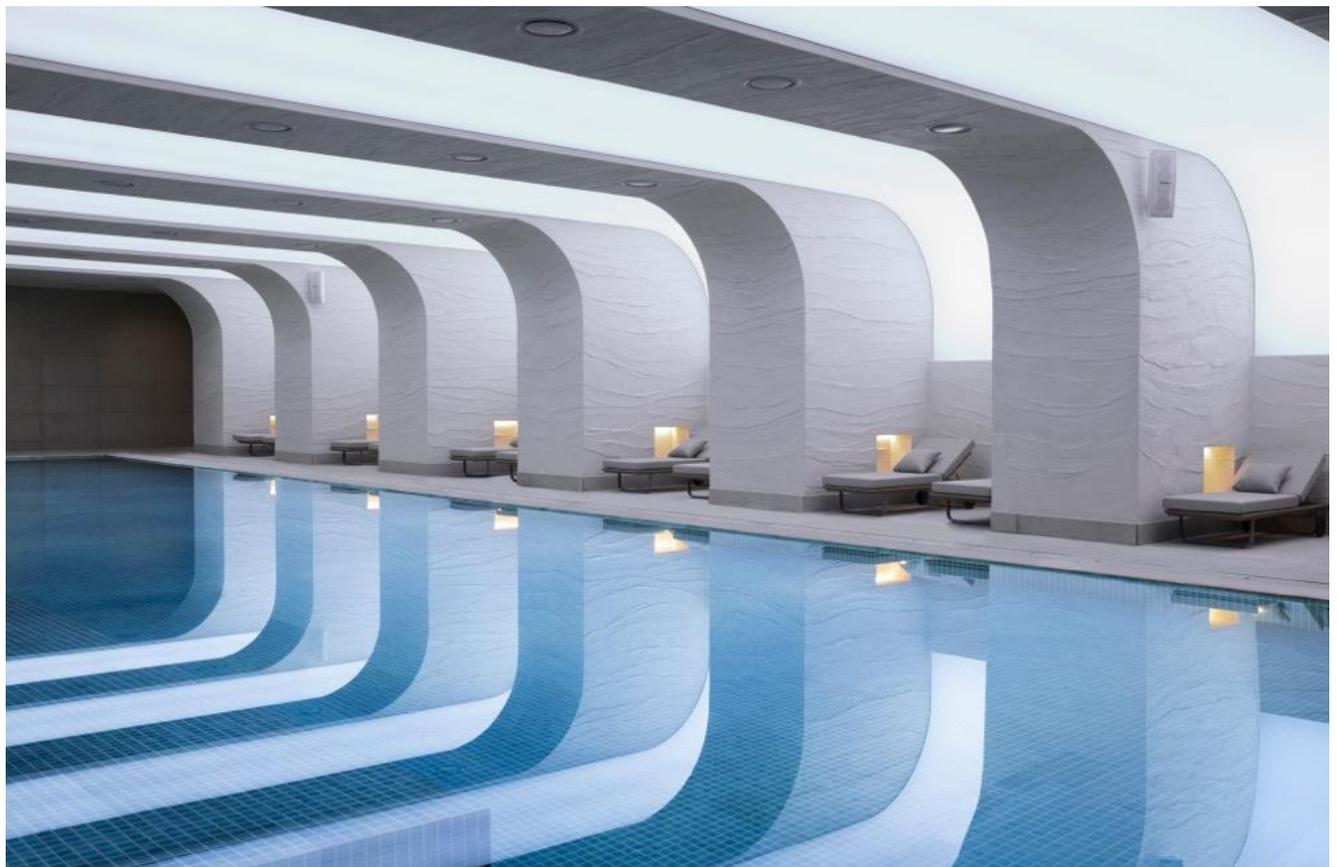
### Project Details

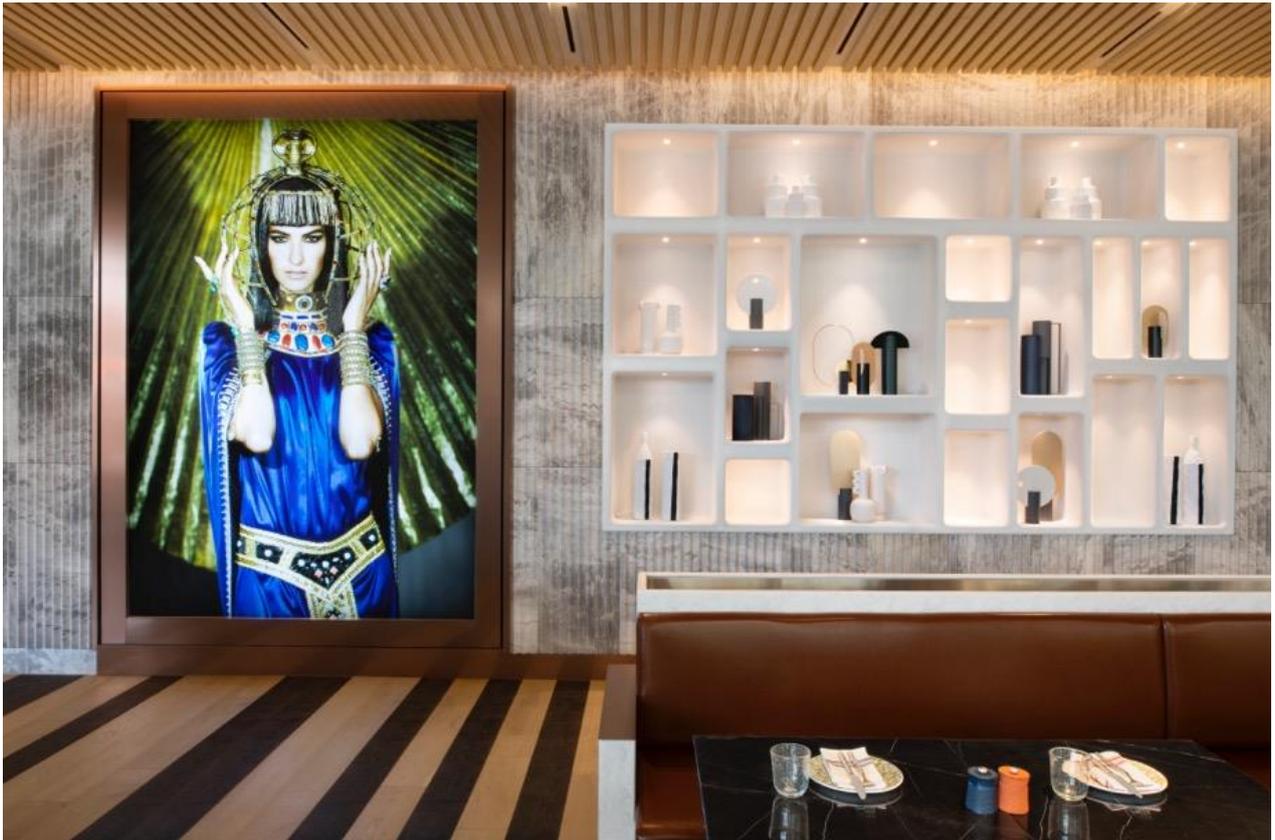
1. **Type of Business:** Luxury lifestyle hotel
2. **Open Date:** 08/2020
3. **Concept:** Innovative design and creative concepts tailored to the local destination.
4. **Location:** Itaewon, Seoul, Korea
5. **Number of rooms:** 296 guestrooms
6. **Room Rate:** Starting at USD 150 per night.
7. **Interior Design:** Asylum (Singapore): <http://theasylum.com.sg>
8. **Developers:** Accor; SBE, a privately held hospitality company founded by CEO Sam Nazarian; and Yojin Construction & Engineering; [www.yojin.co.kr/en](http://www.yojin.co.kr/en)
9. **Operator:** Accor; [www.group.accor.com/en](http://www.group.accor.com/en)
10. **Website:** [Mondrian Seoul Itaewon](http://Mondrian Seoul Itaewon)

### Location map



The hotel is located in Seoul's internationally diverse district of Itaewon.





Cleo restaurant, situated in the lobby area, serves Mediterranean cuisine.







The interior features bold design and colorful art.





