



Press release

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The Crown: The Very First Handwritten Collection Hotel in Poland Is Set for a Grand Debut in Kraków

Following the global launch of Handwritten Collection, Accor, the world's leading hospitality group, announces the debut of the brand in Poland. A charming hotel in a renovated historical tenement house in the heart of Kraków will join the extraordinary worldwide choice of boutique properties. The four-star property will welcome its first guests this summer. Handwritten Collection offers a portfolio of unique hotels, each endowed with an individual character reflecting the passion of its host, reflecting the spirit of hospitality tradition.

This summer, **The Crown Kraków Handwritten Collection** will welcome its first guests in a distinctive corner tenement house at **6 Królewska Street**, right next to **Inwalidów Square** and the so-called **Avenues of the Three Bards** in the second largest city in Poland. The **44-room facility** will join the new collection of boutique hotels under a franchise agreement between **Accor** and the owner of the property, **Alventa Invest**, along with **PI Apartamenty&Hotele** responsible for the hotel's day-to-day operations.

*"Signing the contract for the first hotel of the new Handwritten Collection brand is a major step in expanding not only our offer in Kraków, a city immensely popular with tourists from all over the world but also the general Accor's portfolio in Poland. I am pleased that the Polish chapter of the Handwritten Collection starts in the city with reach and beautiful history. Thanks to the timeless architectural elegance of a beautifully renovated 100-year-old tenement house and its grand interiors, the new hotel perfectly fits the character of the brand. I am convinced that together with our partners we will create a unique place and together make history „said **Jacek Stasikowski, Development Director Accor Poland.***

The Crown Kraków Handwritten Collection occupies a five-storey **tenement house from 1923** designed by Waclaw Krzyzanowski and inspired by the **Art Deco**, a design style popular in the 1920s and '30s characterized by modernistic buildings balancing opulence and practicality as an unmistakable representation of an era that was at the centre of the Machine Age. Within the walls of the new hotel, guests will be transported to these times full of refinement, elegance, and chic décor to admire art while enjoying a choice of carefully selected spirits and cigars. The



new hotel is bound to become a famous venue in the city, inextricably linked to its cultural heritage. In addition to tastefully decorated rooms, guests will have access to a restaurant, a bar and a cigar lounge, a conference room and a fitness area.

"We have made every effort to revitalize this extraordinary piece of architecture and breathe a new spirit into this property. By respectfully complementing the historical form of the building with modern elegance we combined the past with the present. We took care of every detail and used noble materials while maintaining the utilitarian aspects of the facility" said **Wiesław Hałucha, President of the Board at Alventa Invest.**

The Crown Kraków Handwritten Collection overlooks one of the city's main historical routes, leading directly to the medieval Main Market Square. The most important sights of the **Old Town, Wawel Hill** and the **Kazimierz** old Jewish quarter are within walking distance. The hotel is also close to the campuses of the **AGH University of Science and Technology, Jagiellonian University**, and other seats of higher learning as well as the most important **cultural institutions** in the city and many of its bustling businesses.

"The Crown is a unique property that flawlessly combines Art Deco with a modern attitude and complements this mixture with a touch of art and fantastic storytelling. We have created for our guests a place with a strong personality, a stylish and cosy atmosphere, full of life and colourful experiences. We are glad that thanks to the cooperation with Accor, our property has become a valuable addition to such an extraordinary collection" said **Agnieszka Dąbrowska, President of the Board at PI Apartamenty&Hotele.**

The **Handwritten Collection** includes carefully selected hotels in the most fashionable destinations. The brand offers a combination of fantastic places with individualized warmth and cordiality – the basis of true hospitality. The distinctive character of the **Handwritten Collection** properties stems from the personalities of their hosts, who invite guests to a home away from home. From Shanghai through Kraków and Paris to Sydney, the **Handwritten Collection** sign is a guarantee of singular experiences.

The brand launched at the beginning of 2023 with a portfolio of over a dozen facilities and over a hundred more at various stages of negotiations. It is designed to meet the needs of independent owners of hotels with a well-defined identity, who would like to take their businesses to the next level and not only maintain their character but also make it one of the ingredients for future success. By 2030, **Accor** plans to have **250 hotels** across the world in the **Handwritten Collection**. The group is actively looking for properties with a strong individual style operating in popular destinations that could be a valuable addition to the new collection and wishes to invite them to take full advantage of the opportunities provided by a partnership with a leading player in the global hospitality industry.

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ABOUT ACCOR



Accor is a world-leading hospitality group offering experiences across more than 110 countries in 5 400 properties, 10 000 food & beverage venues, wellness facilities or flexible workspaces. The Group has one of the industry's most diverse hospitality ecosystems, encompassing more than 40 hotel brands from luxury to economy, as well as Lifestyle with Ennismore. Accor is committed to taking positive action in terms of business ethics & integrity, responsible tourism, sustainable development, community outreach, and diversity & inclusion. Founded in 1967, Accor SA is headquartered in France and publicly listed on Euronext Paris (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States. For more information, please visit www.group.accor.com or follow us on Twitter, Facebook, LinkedIn, Instagram and TikTok.

Press contact.

Agnieszka Kalinowska
Senior Manager Media Relations & PR Poland & Eastern Europe
Agnieszka.KALINOWSKA@accor.com