



SEOUL WELCOMES THE CITY'S FIRST MGALLERY HOTEL

Hotel Naru Seoul – MGallery Ambassador opens with an array of unique stories to tell



Above: Exterior of Hotel Naru Seoul – MGallery Ambassador

SEOUL, 06 October 2022 – Accor unveils a captivating boutique hotel in Seoul with the opening of Hotel Naru Seoul – MGallery Ambassador. Designed to highlight an array of unique stories, South Korea's first hotel in the MGallery Hotel Collection celebrates a perfect harmony of contemporary Korean design with the iconic Han River.

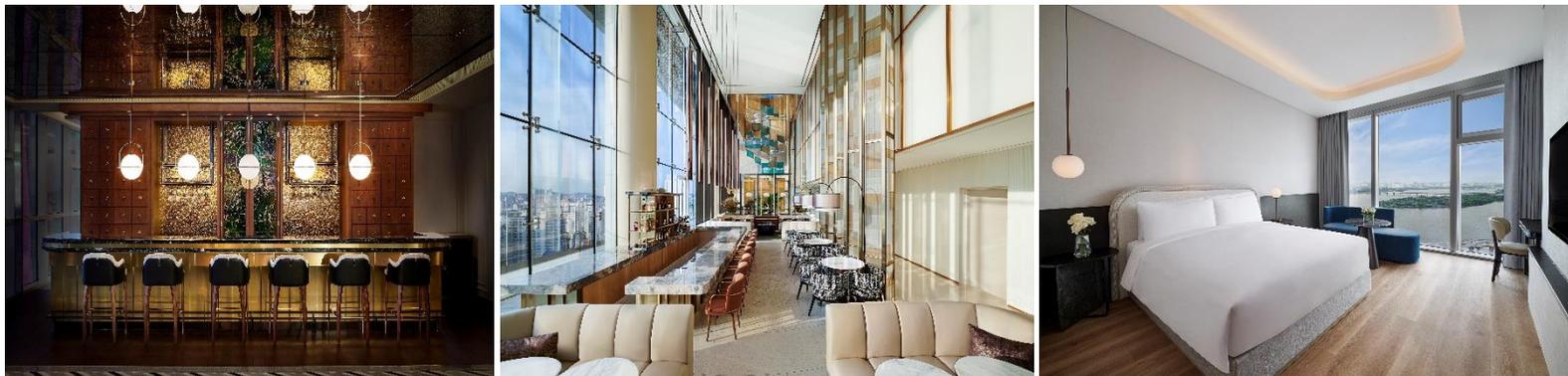
The Mapo-gu district has been a centre for transportation and commerce since the Chosun dynasty and continues this role today. The vibrant district is located on the northern banks of the iconic Han River, in close proximity to Incheon International Airport and the central business district. Several universities, government buildings, office towers, cultural sites, green spaces, and local dining destinations are located here, ensuring a vibrant mix of character.

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Named after the original name of the area, Maponaru, the 196-key Hotel Naru Seoul – MGallery Ambassador reflects the spirit of the neighbourhood through its design aesthetic and guest offerings. Artists, poets, and painters have been drawn to Maponaru's charming nature for generations. The natural beauty and artful roots of Korean culture serves as inspiration for this captivating hotel. Featuring a modern exterior, shadow glass panels look out across the Seoul skyline connecting guests with the sweeping views of the river and allowing natural daylight to flow inside. Biophilic-inspired interiors create an intimate connection between guests and nature. The atmosphere is peaceful and calm. The Green Building certified hotel has been engineered to leave a minimal carbon footprint.

Before entering the hotel, art lovers can spend a moment admiring a giant sculpture, *The Present of the Century*, by local artist Jeonghwa Choi, which tells the inspiring stories of hope and love. Upon arriving in the natural-toned lobby on the 20th floor, guests are welcomed by another large cascading aluminium art installation, *Airy Navigation*, by the artist Haegyung Yang, reminiscent of Mapo's history as a historic port location.

"Each MGallery hotel has a strong identity with a singular design that is steeped in the stories of each location. Hotel Naru Seoul – MGallery Ambassador has been authored by its surroundings and history, so it will become more than just a place to stay but an outstanding story to be lived. We are excited to offer an inspiring hotel journey that will leave passionate explorers with memorable moments at our first MGallery hotel in South Korea," said Garth Simmons, Chief Executive Officer of Accor Southeast Asia, Japan and South Korea.



From left to right: Bar Voisin, Lounge & Deck, and Premier River Room

Every detail of the 196 guestrooms has been curated to create a sense of tranquillity. Natural materials, subtle colour tones of white and walnut, and comfortable rounded-edge furniture ensure an air of peacefulness. Bathroom dry amenities are made from nature-friendly materials.

The hotel offers five unique dining journeys. Overlooking the Han River, the chic French bistro Restaurant Voisin weaves the stories of the location into its design, with speciality dry-aged grills. Bar Voisin is a unique bar inspired by a traditional Asian pharmacy, where the mixologist is ready to prescribe the perfect herb-laced concoction. The Lounge & Deck is a serene spot to escape from the bustling city with locally harvested tea, handcrafted coffee, wine, and serene river views. The Pool Bar serves refreshing drinks and flavourful light bites by the infinity pool. The ground-floor café, Mapo Eight, will draw in residents, Han River runners, and visitors to enjoy its freshly baked pastries, freshly brewed coffee, and fresh juices.

The leisure facilities will nourish the soul and empower a balanced lifestyle. The hotel has two pools, an infinity pool with dramatic views and a 25-meter indoor swimming pool with floor to ceiling windows. The use of translucent and mirrored materials in the pool area harmonises water, light, and nature. The hotel also offers a natural feeling of meditative and healing ties in the fitness centre, and sauna.

The hotel's second floor is dedicated to meetings and events, with flexible spaces to gather or celebrate. A large-sized media wall in the ballroom will make all the events even more memorable.

"We are proud to introduce the new boutique hotel concept to South Korea. Hotel Naru Seoul – MGallery Ambassador strives to deliver a memorable experience that is as unique as the neighbourhood itself. Mapo-naru and the Han River have inspired many artists in the past. Today, I believe the hotel will also inspire our guests, as they will be surrounded by the iconic views, compelling design, and art pieces from local artists," said Simon Kim, General Manager of Hotel Naru Seoul – MGallery Ambassador.

For memorable discoveries, the Mapo Hangang-Gil trail road is suitable for running or bicycling along the Han River. Also conveniently located within a few minutes' walk are the Mapo Food Culture Streets and Subway Station.

Hotel Naru Seoul – MGallery Ambassador is offering two special opening offers. The Good Mood Package includes a stay in a Deluxe River Room with daily breakfast for two, cocktails at the Lounge & Deck, signature coffee beans, and late checkout until 2 pm. Rates start from KRW 349,000+. The Good Food Package includes a stay in a Deluxe River Room with daily breakfast for two, five course dinner with two glasses of sparkling wine at Restaurant Voisin, signature coffee beans, and late checkout until 2pm. Rates start from KRW 478,000+.

Hotel Naru Seoul – MGallery Ambassador is located at 8 Mapo-daero, Mapo-gu, Seoul, South Korea 04176

For more information and reservations, please visit hotelnaruseoul.com, email mgallery.seoul@accor.com, or contact +82 (0)2 6410 1000.

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ABOUT HOTEL NARU SEOUL – MGALLERY

The first MGallery brand hotel in South Korea, Hotel Naru Seoul – MGallery, opened its door on 23 September 2022. Situated on the bank of the Han River, the hotel showcases its unparalleled Han River view, overlooking picturesque Seoul skylines. Mapo, where the hotel is located, has been renowned as an inspirational area with its scenic view to artists for generations. The natural beauty and artful roots of Korean culture inspire this captivating hotel. Featuring 196 guestrooms, the hotel is sustainably built to envision Seoul's lifestyle. Its Han River experience will be enhanced in the infinity and indoor swimming pools. With its adjacent, guests staying at the hotel can enjoy a morning walk or an evening run by the river. The all-day-dining Restaurant Voisin and Lounge & Deck in the lobby also offer memorable moments with a panoramic view of the city's skyline. The bakery café Mapo Eight on the G floor gives visitors a vibrant ambience, and event venues are ready to accommodate business meetings and weddings on the second floor. The hotel is approachable to Incheon International Airport within an hour by public and private transportation, and Gimpo International Airport can be commuted within 30 minutes.

ABOUT MGALLERY HOTEL COLLECTION

The MGallery Hotel Collection brand thoughtfully selects and curates unique properties around the world, forming a storied collection of boutique hotels with true soul where captivating stories are lived and shared. With more than 100 properties, each MGallery tells a unique story inspired by its own remarkable past or the destination it calls home. From bespoke design and sensorial mixology to well-being dedicated to everyday self-care, MGallery hotels are places where guests can enjoy an exquisite travel experience. MGallery Hotel Collection guests live a distinctive story through their delightful visits to these stylish, thoughtful and decidedly singular hotels. Well-known properties in the MGallery Hotel Collection include Hotel Molitor Paris, INK Hotel Amsterdam, Santa Teresa Hotel Rio de Janeiro, Hotel Lindrum Melbourne in Australia, Muse Bangkok Langsuan in Thailand, and Hotel des Arts Saigon in Vietnam. MGallery Hotel Collection is part of Accor, a world leading hospitality group counting over 5,300 properties throughout more than 110 countries, and a participating brand in ALL - Accor Live Limitless – a lifestyle loyalty program providing access to a wide variety of rewards, services and experiences.

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