



**MEDIA RELEASE**  
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## **FIRST LOOK AT OVOLO SOUTH YARRA AS IT OPENS ITS DIGITAL DOORS**

- Blends past, present and progressive, as a place where retro chic and pop art collide

Designer hotel collection, Ovolo Hotels has revealed the first images of its latest hotel, Ovolo South Yarra, which is now live for bookings from 8<sup>th</sup> April 2021.

Located next to the famed intersection of Toorak Road and Chapel Street in Melbourne's cultural hub of South Yarra, Ovolo South Yarra blends past, present and progressive, as a place where retro chic and pop art collide.

The hotel is home to 123 rooms ranging from micro-hotel rooms to Rockstar Suites named after the era's most iconic, lyrical lovers – take a guess. Taking its design cues from the days of disco, rock gods and retro glamour, the vibe is bold, creative and unpredictable.

"Ovolo South Yarra will set the scene for an extraordinary hotel experience embodying Ovolo's philosophy of connecting with its customers emotionally and will complement the local cultural scene through its art, design and unique restaurant concept," said Girish Jhunjhnuwala.

Designed with long-term collaborators of Ovolo, award-winning designers Luchetti Krelle, Ovolo South Yarra infuses retro-plush, with accents of chrome and colour, it is a heady mix of 'mod' and retro futurism. The tension between past and future is appropriated with integrated modern art installations and collaborations with local and international artists such as Mr Brainwash, Punk Me Tender, and Australian artist Ben Tankard.

"Retrofuturism explores the themes of tension between past and future and the nostalgia of those eras is appropriated with integrated modern art installations and collaborations with local and international artists, said Rachel Luchetti"

On entry, experience raw brutalism and monolithic forms, such as a domineering concrete reception desk worth the weight of two elephants or 6 tonnes, and a central fireplace with bright orange flue. A vast internal lightwell, admired from the Lobby or internal rooms, serves as the heartbeat of the hotel. The largest lightwell in Australia, showcases a digital art display, a throwback to golden era of 8-bit arcade games, and simplicity of a lower resolution world.

This announcement follows the much awaited reveal of the collaboration with renowned Melbourne chefs Shannon Martinez (Smith & Daughters, Smith & Daughters Deli) and Ian Curley (French Saloon, Kirk's Wine Bar), who will lead Lona Misa an innovative vegan bar and kitchen located in the hotel. A rebellious renaissance from root to stem, sustainably crafted to be shareable, seasonal and flavourful, Latin fare and bistro dining collide against the norms of the classical medley you know of vegan and vegetarian dining.

"Shannon is a real pioneer for plant-based dining. For what she brings to the table, taking on some of Australia's most unconvinced carnivorous chefs, she has set a foundation for vegetarian and plant-based dining to be taken seriously," said Ian Curley.

“I’m excited about working with Curley. My style could not be more opposite from his! This restaurant is going to be a different take on my food. My flavours, inspiration paired with his polish - a bit of nip-tuck,” says Shannon on working with Ian.

Ovolo is about further enriching guest stays in unconventional ways, but a constant is always the wonderful array of fabulous inclusions called ‘The Perks’. When booking direct, guests can savour sundowner drinks at social hour, midnight treats from the minibar, and complimentary breakfast to kickstart your day. Plus get superspeed Wi-Fi, 24-hour gym access and self-service laundry to keep you looking and feeling fresh.

Ovolo South Yarra is located on 234 Toorak Road, South Yarra. It is anything but under-the-radar.

Book now at [ovolohotels.com](https://www.ovolohotels.com) for stays from 8 April 2021, rooms from \$279 per night.

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Press photos of Ovolo South Yarra:

- [https://hindgroup-my.sharepoint.com/:i:/g/person/ovaus\\_ovolohotels\\_com/EUzvvNjey7xEtyMqDEFpVQMB7pWwxEMT6RB\\_BUycmKF1HQ?e=5LIDmD](https://hindgroup-my.sharepoint.com/:i:/g/person/ovaus_ovolohotels_com/EUzvvNjey7xEtyMqDEFpVQMB7pWwxEMT6RB_BUycmKF1HQ?e=5LIDmD)
- Press material on Ovolo Hotels:  
[https://hindgroupmy.sharepoint.com/:f:/g/person/ovaus\\_ovolohotels\\_com/EuiPupQtiKNLg5AH9Rvtl5\\_ABvUTQbfYz9g\\_cF1DEcs0QaiA?e=HFb0E3](https://hindgroupmy.sharepoint.com/:f:/g/person/ovaus_ovolohotels_com/EuiPupQtiKNLg5AH9Rvtl5_ABvUTQbfYz9g_cF1DEcs0QaiA?e=HFb0E3)

For media enquiries and image requests, please contact XXXX:

#### **About Ovolo Group:**

The Ovolo Group was founded by entrepreneur Girish Jhunjhnuwala and first entered the real estate market in 2002; then further expanded into the hotel industry in 2010. Ovolo Hotels quickly became one of Hong Kong and Australia’s most dynamic independent owner operated hospitality firms by providing guests with the best in effortless living across hotels and food and beverage outlets.

A collection of contemporary hotels that keep you connected to the little luxuries you love, all effortlessly included. The company prides itself on being in touch with the modern traveller through award-winning interior designs, detail-driven comforts, complimentary value-added services like the mini bar, breakfast, Wi-Fi, and more, and cutting-edge technology - all done in signature Ovolo style. At the 2019 HM Awards, Ovolo Hotels were acknowledged for Hotel and Accommodation Excellence, receiving the accolade “Hotel Brand of the Year”.

A proud Hong Kong brand, Ovolo Group remains a family-owned and privately-operated business operating four hotels and three restaurants in Hong Kong, and seven hotels and five restaurants across Australia in Sydney, Melbourne, Canberra and Brisbane. Ovolo is also developing a new hotel in Melbourne, Australia (South Yarra).

Ovolo also has the By Ovolo Collective within its portfolio of hotels, a distinctive collection of four hotels each one unique, each one special, the more guests explore, the more they’ll find. These include Nishi Apartments in Canberra Australia, Mojo Nomad Aberdeen Harbour in Hong Kong, The Sheung Wan Hong Kong, and Mamaka Kuta Beach Bali Indonesia launching late 2020.