

# BY OVOLO<sup>™</sup> COLLECTIVE

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## ***80's Memphis Nostalgia Hits Melbourne, Welcome Laneways By Ovolo***

Find yourself centre stage and lose yourself in a world of culture, cuisine and curiosity.

Melbourne is set to welcome 80's Memphis nostalgia with Laneways By Ovolo making its debut mid-November as an evolution of the much loved Ovolo Laneways.

The first of the brand to debut in Australia and previously voted Australasia's Best City Boutique Hotel at the World Boutique Hotel Awards, Ovolo Laneways was renowned for introducing a new take on the boutique designer hotel experience when it first opened and the next phase will reinvigorate this further.

Laneways By Ovolo will elevate the existing personal touch and unique offering with reimagined public spaces and rooms by Australian interior designers Luchetti Krelle and an all-new taphouse experience spearheaded by two of Australia's hospitality finest: Maybe Sammy co-founder Andrea Galdi (awarded 'The Best Bar in Australasia 2021' by 'The World's 50 Best Bars') and much-loved Melburnian and celebrated chef Ian Curley.

Found deep within the vibrant heart of Melbourne's many tangled laneways, the boutique designer hotel will offer a big personality; an eclectic inner-city stay infused with rebel spirit that beats to a different drum.

Beaming with creative flair, Laneways by Ovolo will be a colourful nod to Melbourne's paint-splashed streets. With 42 Memphis-inspired rooms, tailored to the weekend adventurer and the corporate crusader, it will be the perfect spot for travellers to kick off their heels or slip on some sneakers and hit the cobblestones. Or even catch a show in the city's thriving theatre district.

Interior designer and Luchetti Krelle principal Rachel Luchetti says of the design brief "We have relished the creative challenge of creating a sophisticated and stylish space that gives a nod to the building's 80's era. Memphis nostalgia was a perfect fit for this project and we have interpreted this through injecting colour and energy in the classic Ovolo manner."

A key Laneways By Ovolo experience will be the addition of an all-new food and drink offering through a unique taphouse experience, Amphlett House. The 120-seat venue will feature a sophisticated yet fun interior with exceptional drinks and elevated pub classics.

The beverage program led by Gualdi, Ovolo's Creative Beverage Director, will feature a curated drinks list that will tap into a new way of drinking, serving up the classics and a variety on tap including craft beers, wines and a unique selection of handcrafted cocktails using Australian ingredients.

Andrea Gualdi said: *"My background has been completely focused on cocktail bars so I am thrilled with this unique opportunity. Our aim is to bring the same level of quality you'd find in Australia's best bars to the drinks offering at Amphlett House. We are lucky to have access to some incredibly progressive Australian and international producers, both in the alcoholic and non-alcoholic categories, and we look forward to showcasing quality, local produce in a welcoming setting."*

Alongside a unique way of drinking is a food offering of elevated pub classics which all come together in this upbeat atmosphere, overseen by Ovolo's Group Creative Culinary Director Ian Curley with support from head chef Ben Green, previously executive chef at multi-site Gather and Gather in London.

Ian Curley said: *"The food concept for Amphlett House will be elevated pub dining with a classic menu highlighting quality Victorian produce. I've loved this part of Melbourne for many years and am looking forward to serving up humble fare with big flavours in the Paris end of town. There is nothing pretentious happening here - we welcome you to share a meal with family and friends or grab a quick bite with your better half."*

Laneways By Ovolo will officially launch mid-November, whilst Amphlett House will start serving drinkers and diners from late October. This reimaged boutique designer hotel experience and its location will find guests at the centre stage of Melbourne and allow them to lose themselves in a world of culture, cuisine and curiosity.

**-ENDS-**

Laneways By Ovolo  
19 Little Bourke Street  
Melbourne VIC 3000  
[www.ovolohotels.com](http://www.ovolohotels.com)  
[@ovolohotels](https://www.instagram.com/ovolohotels)

Imagery available: [here](#)

**For further information, please contact:**  
**Stephen Howard**  
Group Director of Marketing, Ovolo Group  
T: +61 2 9331 9068  
E: [stephen.howard@ovologroup.com](mailto:stephen.howard@ovologroup.com)

OR

**Alice Moore**

Director, Élysée Collective

T: + 61 402 693 366

E: [alice@elyseecollective.com.au](mailto:alice@elyseecollective.com.au)

**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.

The Ovolo Group is 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 and breakfast, with cutting-edge technology. Ovolo Hotels have been acknowledged for Hotel and Accommodation Excellence, receiving the accolade "Hotel Brand of the Year", at the 2019 and 2020 HM Awards.

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 eight hotels and seven restaurants across Australia in Sydney, Melbourne, Canberra and Brisbane.

Ovolo also has the By Ovolo Collective within its portfolio of hotels, a distinctive collection of four hotels. These include Nishi Apartments in Canberra Australia, The Sheung Wan by Ovolo and The Aberdeen Harbour in Hong Kong, and Mamaka Kuta Beach in Bali Indonesia.

Ovolo acknowledges the Traditional Owners of the lands on which we are located. We recognise their continuing connection to land, waters and culture, and pay our respects to their Elders past, present and emerging.