

LANEWAYS

BY OVOLO

Media Release

7 March 2023

FIND YOURSELF CENTRE STAGE IN THE NEW LOOK LANEWAYS BY OVOLO

- With The Evolution Of The Much-Loved Ovolo Laneways 80's Memphis
Nostalgia Hits Melbourne

On Tuesday, 7 March *Ovolo Hotels* opens the doors to the revamped *Laneways By Ovolo*. Inspired by a nostalgia for 80s Memphis Group design and infused with creative flair, *Laneways By Ovolo* is the evolution of the much loved *Ovolo Laneways*, and its new-look is a colourful nod (and a cheeky wink) to Melbourne's vibrant laneways and eclectic offerings.

Laneways By Ovolo elevates the location with more personalised experiences for guests, reimagined public spaces and rooms by Australian interior designers *Luchetti Krelle*, as well as an all-new drinking and dining venue *Amphlett House* – spearheaded by celebrated chef and restaurateur, *Ian Curley* and mixologist extraordinaire and *Diageo's 2017 Bartender of the Year, Andrea Gualdi*.

In the hotel lobby guests are greeted by reception pods and an Honesty Bar, offering an assortment of sweet and savoury treats, bottled cocktails, wine and Champagne. The bar relies on an honour system, where guests note what they take and it is charged back to their rooms.

With 42 rooms, the new look for the hotel takes inspiration from the Memphis Group – the 1980s Italian design and architecture collective whose aesthetic was characterised by scattered, brightly coloured shapes and lines, combined with black-and-white graphic patterns. The new design adds an immediate fun and funky feel when guests arrive and is perfect for the weekend adventurer or corporate traveller.

Located at the top of Little Bourke Street, *Laneways By Ovolo* offers the perfect starting spot for travellers to explore the city, and is also perfectly placed to access the city's nearby theatre district. In true Ovolo style, *Laneways By Ovolo* will offer its unique set of Perks when you book directly, these include:

- Breakie to go-go
- High-speed Wi-Fi
- In-room mini bar (First round is on Ovolo)
- Self-service laundry
- All-day sweets
- Welcome goodie
- Social hour in Amphlett House
- A tree planted by Eden Project

In creating the new design for the hotel, interior designer and Luchetti Krelle principal *Rachel Luchetti* looked to harness atmospheric narratives in compelling ways, creating sensory journeys heightened by nostalgia. She explains:

“We have relished the creative challenge of creating a sophisticated and stylish space that gives a nod to the building’s 80s era. The Memphis Group aesthetic was a perfect fit for this project and we have interpreted this with an injection of colour and energy in the classic Ovolo manner.”

The refreshed hotel features *Room 303* – an exclusive suite styled by renowned design aficionado *Neale Whitaker* – which also happens to be his room of choice when staying in Melbourne. His love for the room and its corner position, with a view that looks out over treetops to Melbourne’s city skyline, led Ovolo to invite him to work alongside Luchetti Krelle to style the suite, with personal pieces chosen by Whitaker designed to compliment their Memphis-inspired decor and palette.

Whitaker explains, *“In the theme of Memphis nostalgia, I sourced a whole load of styling items and a few knick-knacks to put into the room, as well as artwork, fitting with Luchetti Krelle’s design narrative.”*

Guests who reserve Room 303 can expect to stay among a collection of original art, limited-edition objects and soft furnishings hand selected by Whitaker, including a sculptural lamp by *Sarah Nedovic Gaunt*, the last of the highly sought-after ‘Lady’ collection and similar to a piece which Whitaker has in his own home. An illustration of Whitaker himself, created by former Ovolo staffer *Flynn Cowan*, lends a dash of Warhol-style art, using repetition and colour-blocking. Taking pride of place is the painting by one of Whitaker’s favourite artists, Melbourne-based *Nunzio Miano*, an abstract figurative work beloved by Whitaker for its energy, dynamism and palette. Guests can also enjoy a 100-song Spotify playlist of Whitaker’s favourite tracks to complete the experience.

A key Laneways By Ovolo experience is the addition of the all-new food and drink offering *Amphlett House*. The 120-seat venue features a sophisticated yet fun interior with exceptional drinks and elevated pub classics making it the perfect spot for lunchtime dining, an afterwork drink, or pre or post theatre visit.

Amphlett’s House menu has been overseen by Ovolo’s Director of Kitchen Operations *Ian Curley* with support from Head Chef *Ben Green*, previously Executive Chef at multi-site *Gather and Gather* in London. and offers a selection of snacks, light bites and main courses. In creating the menu, Curley wanted a menu that was unpretentious yet tantalising, he explains:

“The food concept for Amphlett House is 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 at the top end of town. We welcome guests to share a meal with family and friends or grab a quick bite with your better half.”

Amphlett House is one of the only restaurants in Australia to be serving beef heart, presented at the restaurant seared on a bed of lentils, creamed spinach and mustard.

Other menu highlights include:

- Smoked Bone Marrow Served On Toast, Parsley and Shallot Salad

- Grilled Asparagus Egg Confetti, Hollandaise, Pangratatto
- Blue Oyster Mushroom Skewer With Smoked Romesco
- Moules Marinières Aioli And Toasted Sourdough
- Steak and Hand Cut Chips With Kampot Peppercorn Sauce

The beverage program, led by Andrea Gualdi, Ovolo's Food & Beverage Director, features a curated drinks list serving up classics and a variety of craft beers and local and international wines. The cocktail menu features classic cocktails with native Australian ingredients, including a Wattle Seed Negroni, Finger Lime Daiquiri and a Eucalyptus Smoked Margarita.

Gualdi shares: *"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're excited to showcase quality, local produce in a welcoming setting."*

When it was first opened in 2013, *Ovolo Laneways* was the first Ovolo branded hotel to launch in Australia, and was voted Australasia's *Best City Boutique Hotel* at the *World Boutique Hotel Awards*. Its new iteration is anticipated to follow in the original's footsteps, with its own unique take on what the modern traveller needs today.

To learn more about Laneways by Ovolo, or to make a booking, head to:

<https://ovolohotels.com/ovolo/laneways/>

- Ends -

Notes to editors

Laneways By Ovolo

Address: 19 Little Bourke Street, Melbourne VIC 3000

Website: www.ovolohotels.com

Social media: [@ovolohotels](https://twitter.com/ovolohotels)

Dropbox link with more Information, imagery and video available: [here](#)

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 Group quickly became one of Hong Kong and Australia's most leading independent hospitality brands 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, 2020 and 2022 HM Awards.

Ovolo Group is currently operating 13 hotels and 14 restaurants & bars under two brands, Ovolo Hotels and By Ovolo Collective, across Hong Kong, Australia in Sydney, Melbourne, Canberra, Brisbane, and Bali.

Whilst Ovolo Hotels remains the core of Ovolo Group’s ethos, providing a uniquely rich experience, full of eye-catching art and vibrant interiors alongside it’s signature Perks, it also operates By Ovolo Collective a distinctive collection of hotels - each one unique, each one special, the more guests explore, the more they’ll find.

At Ovolo, it all starts with our own people – whose care, creativity and passion for hospitality creates a ‘feel-good’ factor that keeps guests coming back time and time again. Whose effervescence and bright minds help make every day, and every stay – an experience filled with wonder.

Ovolo also recognises the activities of our hotels and restaurants have the potential for negative impacts on the environment and community if not properly managed. Ovolo is committed to achieving best-practice environmental and social sustainability. When people do good, they feel good. So, we aim to be a force for good. On every level – from its individuals to its communities, and our planet – it’s clear for all to see. We care.

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.

For further information, please contact:

Stephen Howard

Group Director of Marketing, Ovolo Group

T: +61 2 9331 9068

E: stephen.howard@ovologroup.com