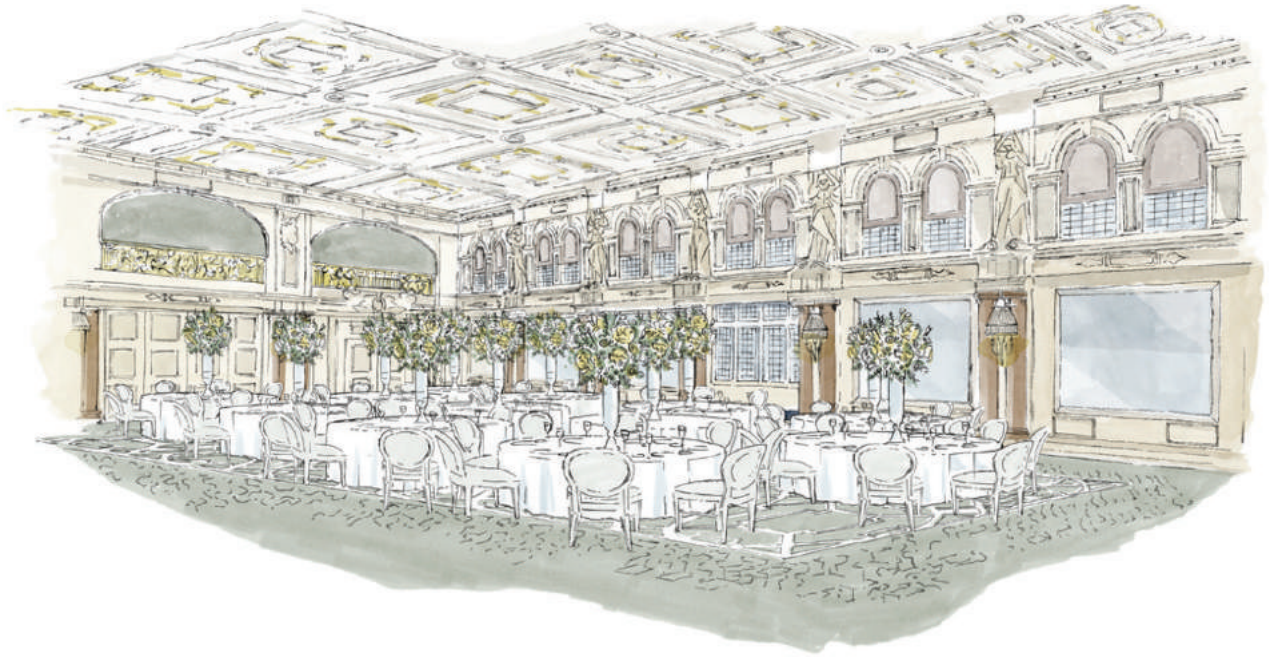


PRINCIPAL

LONDON



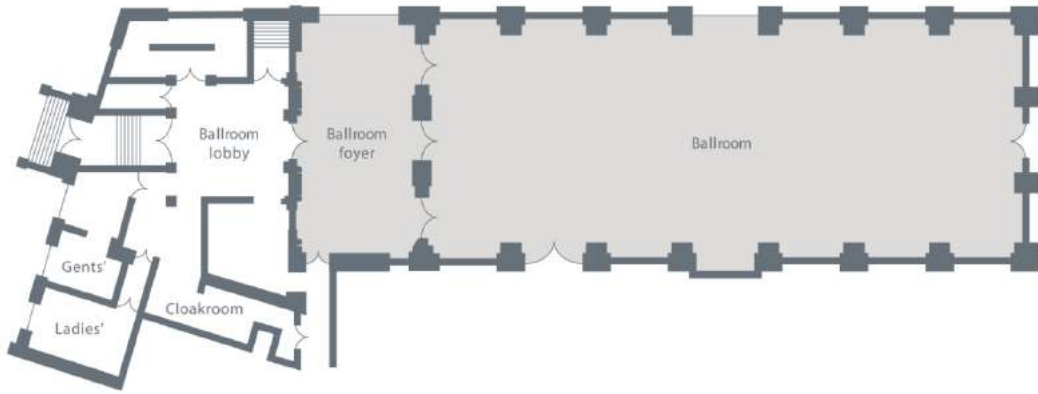
A grade-II listed ballroom and eight additional event spaces

The opening of The Principal London on Russell Square follows an £85 million restoration of a truly grand dame hotel. Originally opened in 1898 to designs by Charles Fitzroy Doll (who later went on to design the first-class dining room on the Titanic) the hotel is a masterpiece of late-Victorian architecture, packed with period details that have been lovingly brought back to life — including the magnificent ballroom (above) and eight additional meeting and event spaces.

Linking King's Cross to the north, the City to the east, and Covent Garden to the west, Bloomsbury is one of London's most vibrant and creative neighbourhoods; and with the opening of The Principal London on Russell Square, it's set to become — once more — a destination for Londoners and visitors who are looking for the best of old and new, a sense of history with a distinctly modern spirit and an intoxicating mix of bars, restaurants, energy, and glamour.

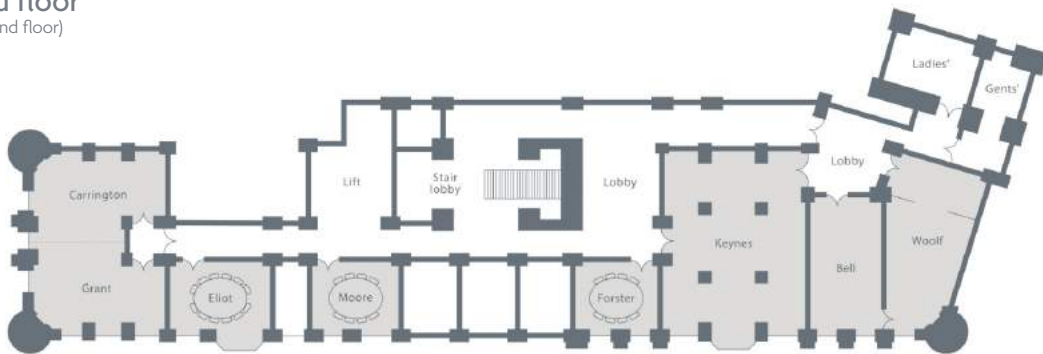
	Reception	Dinner	Dinner dance	Theatre	Cabaret	Classroom	Boardroom	U-shape	Dimensions (metres) L x W x H	Square metres
Ground Floor										
Ballroom	450	260	220	377	161	160	75	60	30 x 12 x 7	360 sq/m
Lower ground										
Carrington	50	40	-	30	28	25	16	13	8 x 6 x 3	48 sq/m
Grant	50	40	-	30	28	25	16	13	8 x 6 x 3	48 sq/m
Carrington & Grant	100	80	50	60	56	50	32	26	8 x 12 x 3	96 sq/m
Eliot	-	12	-	-	-	-	12	-	6 x 6 x 3	36 sq/m
Moore	-	8	-	-	-	-	8	-	5 x 4 x 3	20 sq/m
Forster	-	8	-	-	-	-	8	-	5 x 4.5 x 3	22.5 sq/m
Keynes	80	50	-	60	40	30	30	10	12 x 10 x 3	120 sq/m
Bell	40	20	-	40	16	20	15	15	5 x 10 x 3	50 sq/m
Woolf	45	18	-	30	16	16	15	16	5 x 12 x 3	72 sq/m

Ground floor



Lower-ground floor

(Not to scale with ground floor)



At a glance

- In Bloomsbury, where the City meets the West End
- Super fast, free WiFi
- Menus by Executive Chef Roger Olsson
- Smart Space with 9 distinctive service features
- Neptune restaurant
- Fitz's cocktail bar
- Palm Court
- Burr & Co. coffeehouse

How to find us

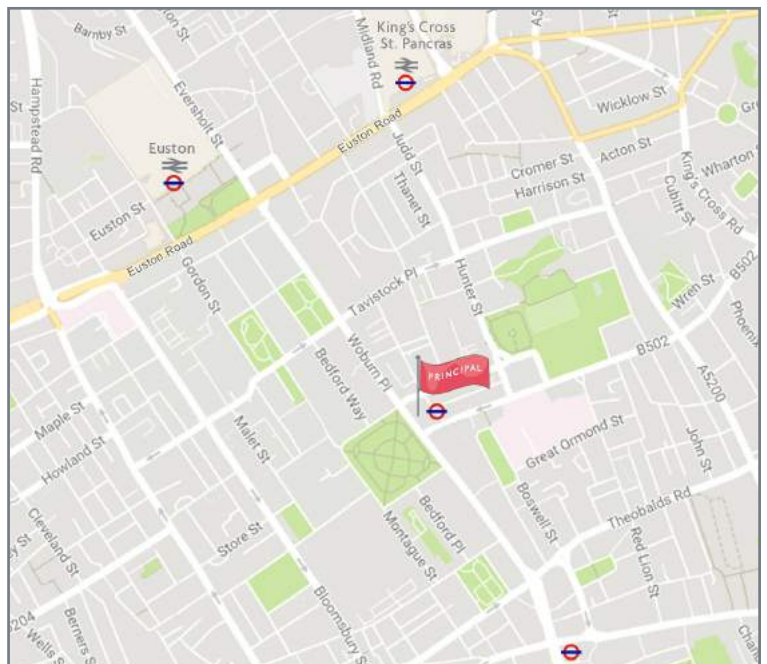
By air **Heathrow Airport:** 22 miles
Gatwick Airport: 42 miles
London City Airport: 9 miles

By rail **King's Cross St Pancras International:** 0.7 miles
Euston: 0.5 miles
Paddington (for Heathrow Express): 2.5 miles
Victoria (for Gatwick Express): 3 miles

By Tube **Russell Square station:** 1 minute
Holborn station: 0.5 miles
King's Cross station: 0.7 miles

Parking **NCP Brunswick Square:** 3 mins

Postcode **WC1B 5BE**



For all meetings and event enquiries please email londonmeetingsandevents@theprincipalhotel.com