

The Standard

London





“THE STANDARD’S NEW LONDON OUTPOST TURNS BACK TIME”

- *Wallpaper*



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“A
PUNCHY
NEW HANGOUT
BRINGING A
COOL VIBE
TO THE EDGIER
SIDE OF
KINGS
CROSS”

*— Conde Nast
Traveler*

Overview

Housed in the former Camden Town Hall Annex in London's thriving King's Cross neighbourhood, the 1974 Brutalist building has been meticulously restored and sets the perfect stage for The Standard's first hotel outside America. The Standard, London has 266 rooms ranging from our snug Cosy Core rooms to terraced suites with outdoor bathtubs overlooking the dramatic St Pancras station. On the ground floor you'll find Double Standard, our street facing bar and restaurant home of our legendary burger, Aperol Spritz slushy and our Bottomless Sunday Brunch. (Don't forget to book!) Next door is The Library Lounge, where our carefully curated library pays homage to the building's original use, and, our Sounds Studio, home of our virtual culture hub, Sometimes Radio. Isla offers an approachable seasonal menu, with a brand new wine and cocktail list. On the 10th-floor is restaurant, Decimo, where Chef Peter Sanchez-Iglesias' showcases his live fire cooking surrounded by 360-degree views of London - accessible by our iconic exterior red pill lift.



Rooms

Featuring comfy beds, stunning views, Italian sheets, fluffy down pillows, huge Tvs, Bang & Olufsen Bluetooth speakers, custom cosy Craig Green robes, access to our 24-hour gym, overstuffed minbars, custom bath amenities and DDA compliant rooms. Plus, pets stay free.

← The Single



You, you and just you. That's what The Single is all about. Beyond bright and colourful bathrooms, everything in your private pad is within arm's reach and easy to use, designed so you won't even have to get out of bed. At 13 square metres (138 square feet), you'll also get all the Standard amenities all for yourself, like fancy sheets, fluffy down pillows, bespoke bathrobe, Bang & Olufsen Bluetooth Speaker and a minibar loaded up with tasty treats.

Queen's Standard

There's nothing standard about this Queen. At 16-19 square metres (172-205 square feet), she's got cinematic style with bubblegum pink, red and dark blues accents, on top of bright window lighting and all your necessary modern amenities. Not to mention, she's hooking you up with a Bang & Olufsen Bluetooth Speaker, bespoke bathrobe, a fully-stocked mini bar and more.



Queen of Queens



Your own Queen-ready haven is 20-25 square metres (215-270 square feet) of bright and colourful space. Watch the world go by from your bay window and tuck in at night in your super-comfy queen-sized bed. Bespoke robes, a Bang & Olufsen Bluetooth Speaker, a fully-stocked mini bar come standard, of course.



King's Deluxe



Business or pleasure, the cinematic King's Deluxe sets the scene with window bay seating and bubblegum pink interiors accented by pops of red and dark blues. At 25-33 square metres (269-355 square feet), it's functional, romantic and bright all at the very same time. Plus, the Bang & Olufsen Bluetooth Speaker, bespoke bathrobe, fancy sheets and fluffy down pillows, definitely don't hurt.

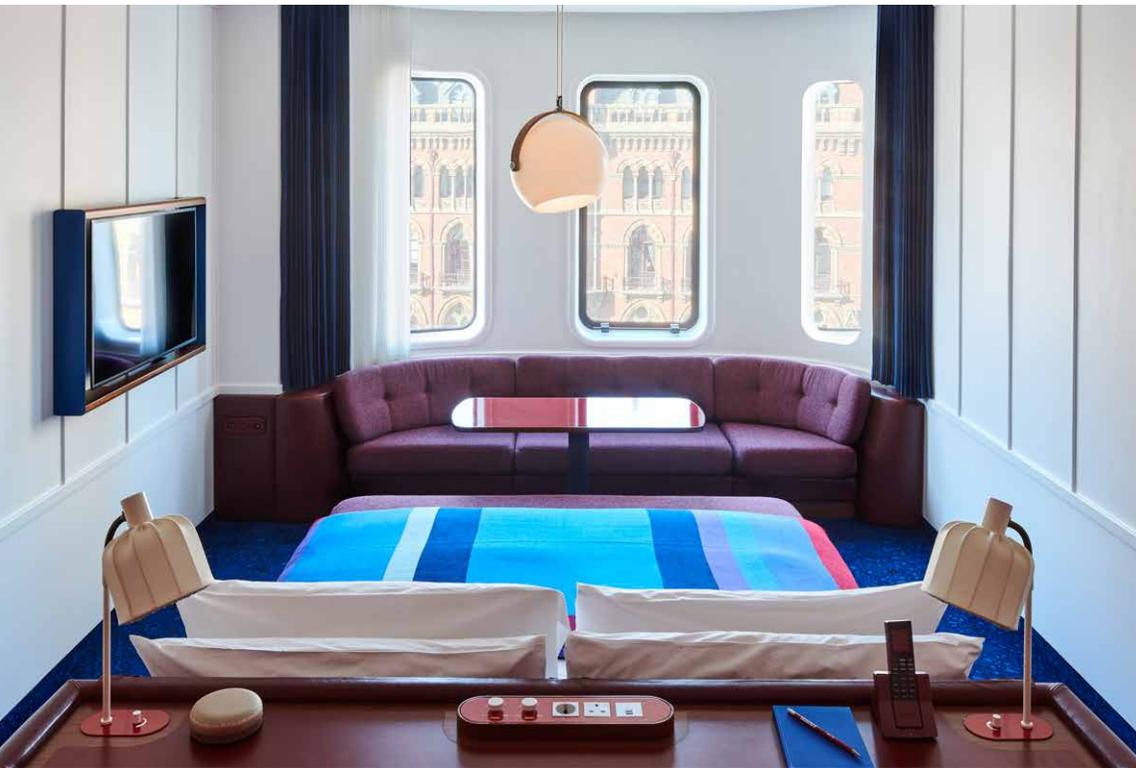
Double Standard

Seeing double? That's the idea. The Double Standard means you get two of everything. Two double-sized beds, two bespoke robes, and a seating area for even more than two. At 36 square metres (388 square feet), you get all the Standard comforts that are anything but, like fancy linens, fluffy pillows, and a Bang & Olufsen Bluetooth speaker, to name a few.





King of Kings



Centered in the heart of your room, the luxurious emperor-sized bed is certainly a superior place to sleep. Amidst colourful interiors, with two wardrobes and perfectly placed bay seating in front of your bright windows, the King of Kings is the stuff of dreams. At 33-37 square metres (355-398 square feet), bespoke robes, a Bang & Olufsen Bluetooth Speaker, come standard, of course.

Junior Suite

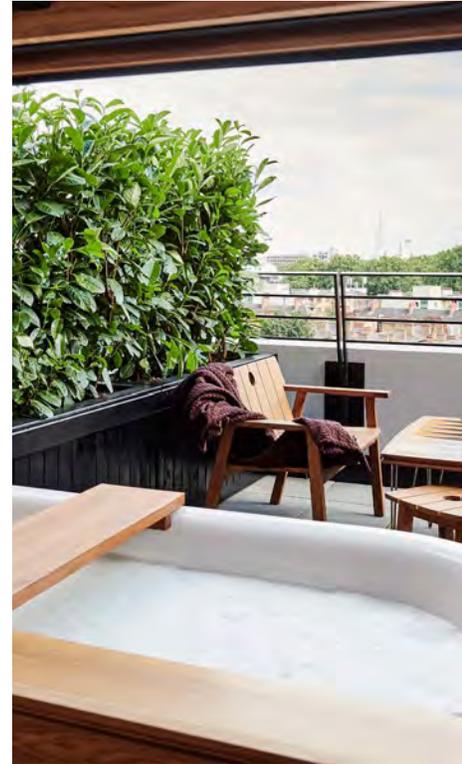
Best views in the house? That's exactly what you get when you pick the Junior Suite, literally our crown jewel situated on the 9th floor. With nods to the warm and woody nature inherent to California plus floor-to-ceiling windows, this 32- 39 square metres (344-420 square feet) space is pure luxury. We aren't done yet. To make your stay extra special, we've added some extra special amenities. These include; a Peloton bike delivered directly to your room on request, a Stutterheim raincoat for use across your stay, complimentary sneaker cleaning service, and some tasty minibar additions. Coming from the Eurostar? We can arrange a personal pick-up from the terminal.





Junior Suite Terrace

Those with the coveted keys to a Junior Suite Terrace, may just find themselves bathing outdoors amidst sweeping city views from the 8th floor, and lounging amongst woody, California-modern interiors. We aren't done yet. To make your stay extra special and at 28-37 square metres (301-398 square feet), we've added some extra special amenities. These include; a Peloton bike delivered directly to your room on request, a Stutterheim raincoat for use across your stay, complimentary sneaker cleaning service, and some tasty minibar additions. Coming from the Eurostar? We can arrange a personal pick-up from the terminal.



Suite Spot



If you're here, you've hit the Suite Spot. Get it? You'll also be getting California-inspired vibes throughout your irresistibly spacious 80 square metres (861 square feet) abode. It's one dreamy reality where floor-to-ceiling windows at the 9th floor are met by a backdrop of London's skyline, with you at the center of it all, from emperor-size beds. We aren't done yet. To make your stay extra special, we've added some extra special amenities. These include; a Peloton bike delivered directly to your room on request, a Stutterheim raincoat for use across your stay, complimentary sneaker cleaning service, and some tasty minibar additions. Coming from the Eurostar? We can arrange a personal pick-up from the terminal.

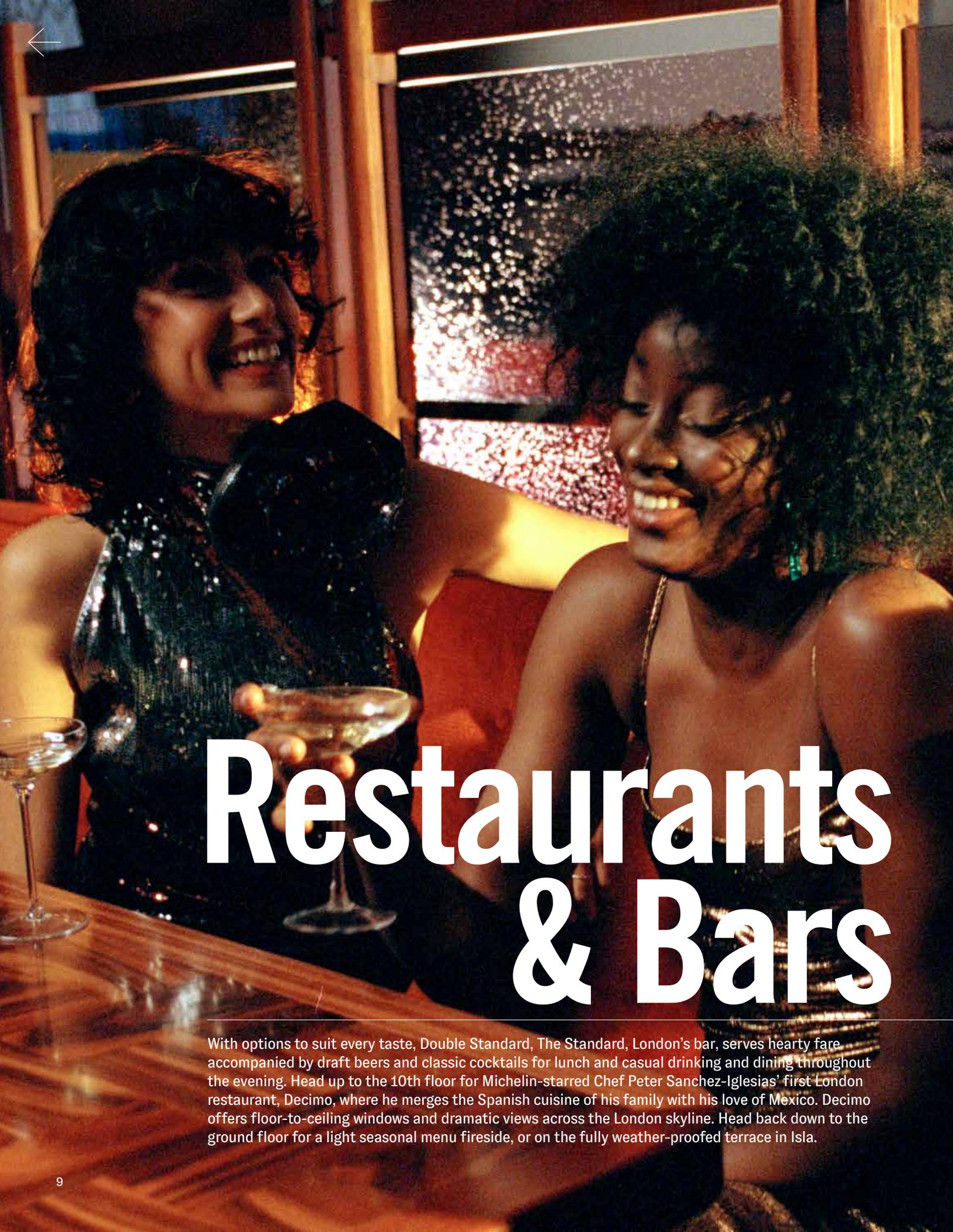


Suite Terrace



In a nod to the birthplace of The Standard, the Suite Terrace is California cool inside and out. From a spacious, warm interior of 68 square meters (732 square feet) to a 62-64 square meters (667-689 square feet) terrace from the 8th floor with seating areas aplenty, this suite situation will be your oasis in the heart of the city. We aren't done yet. To make your stay extra special, we've added some extra special amenities. These include; a Peloton bike delivered directly to your room on request, a Stutterheim raincoat for use across your stay, complimentary sneaker cleaning service, and some tasty minibar additions. Coming from the Eurostar? We can arrange a personal pick-up from the terminal.



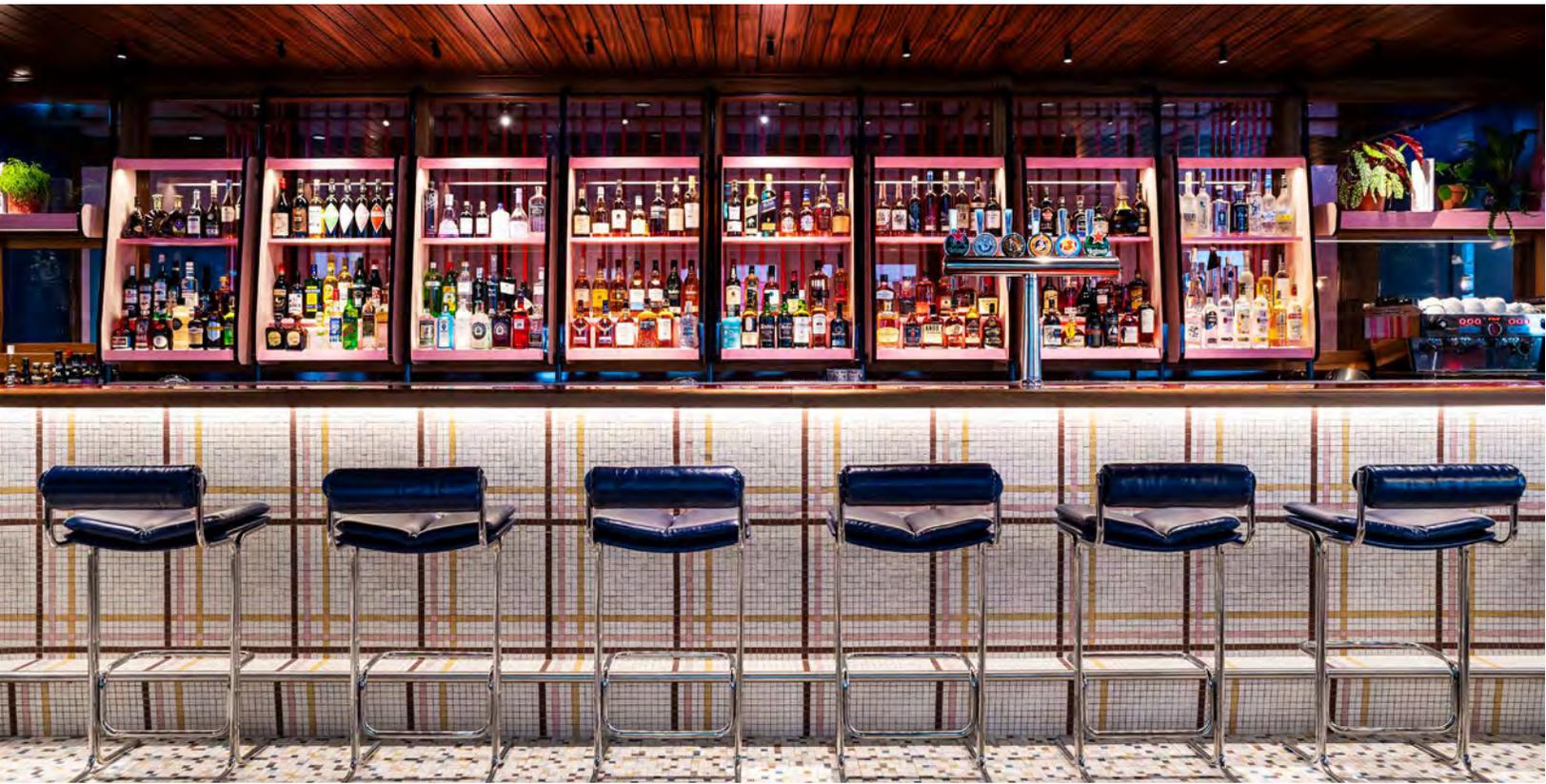
A photograph of two women sitting at a bar, laughing and talking. The woman on the left is wearing a dark, sequined dress and holding a martini glass. The woman on the right is wearing a dark, sequined dress and has her hand near her face. They are in a dimly lit bar with a large window in the background showing a city skyline at night. The text 'Restaurants & Bars' is overlaid in large white font on the right side of the image.

Restaurants & Bars

With options to suit every taste, Double Standard, The Standard, London's bar, serves hearty fare accompanied by draft beers and classic cocktails for lunch and casual drinking and dining throughout the evening. Head up to the 10th floor for Michelin-starred Chef Peter Sanchez-Iglesias' first London restaurant, Decimo, where he merges the Spanish cuisine of his family with his love of Mexico. Decimo offers floor-to-ceiling windows and dramatic views across the London skyline. Head back down to the ground floor for a light seasonal menu fireside, or on the fully weather-proofed terrace in Isla.



DOUBLE STANDARD



Double Standard, The Standard, London's bar, that serves hearty fare accompanied by draft beers and classic cocktails. This beautiful, Shawn-Hausman-designed space has the UK's second longest bar, cosy booth seating, long form tables and plenty of space to mix and mingle – as well as an outdoor terrace. Don't forget the music with a full functional premium sound system and DJ booth ready to go.

Capacity: 150 Standing / 62 Seated

Dimensions: 173sqm







DECIMO



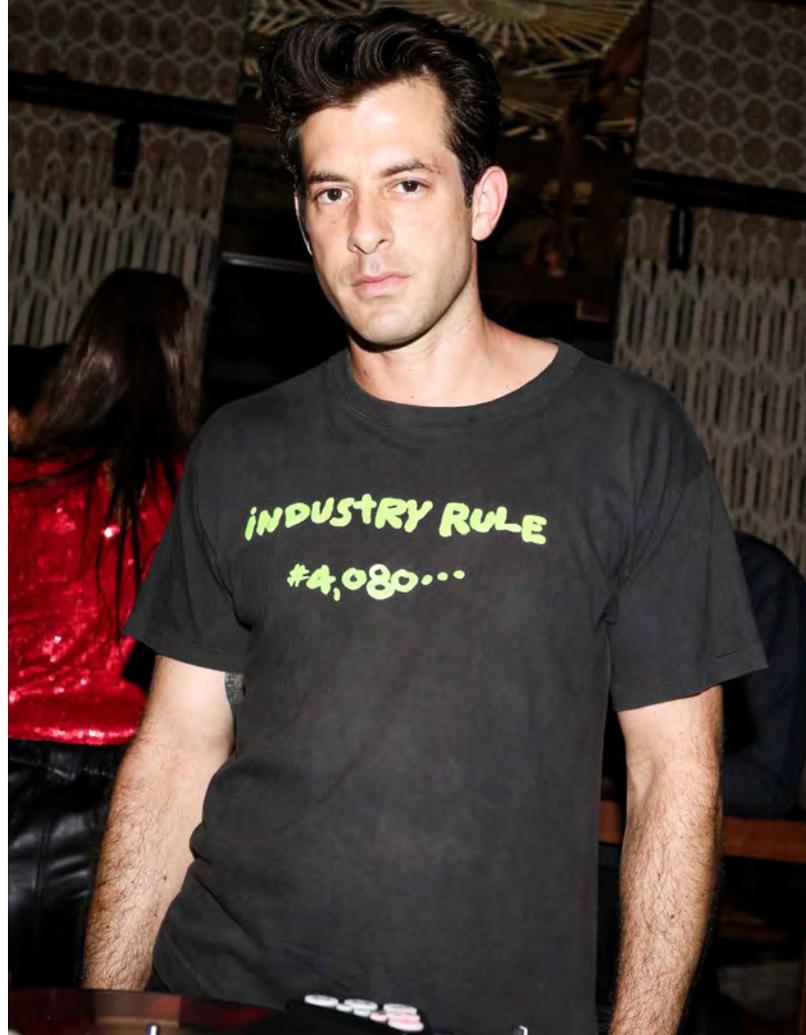
Michelin-starred Chef Peter Sanchez-Iglesias merges the Spanish cuisine of his family with his love of Mexico for his debut London restaurant, Decimo. Expect lots of flavour, mezcal cocktails and a dramatically different tortilla. Situated on the 10th floor of the Standard, London, Decimo is uniquely positioned with floor-to-ceiling windows and dramatic views across the London skyline and accessible by our unmissable exterior red-pill lift.

Capacity: 400 Standing / 140 Seated

Dimensions: 377sqm









Designed by Shawn Hausman, our Isla restaurant offers a delicious seasonal sharing menu and predominantly natural wine list in a cosy space, or fully weather-proofed terrace. Situated adjacent to The Library Lounge, the space benefits from the lounge's cool vibes and jazz-focused programming and music.

Capacity: Large Tables of 14. 62 seated for exclusive hire.







The Library Lounge

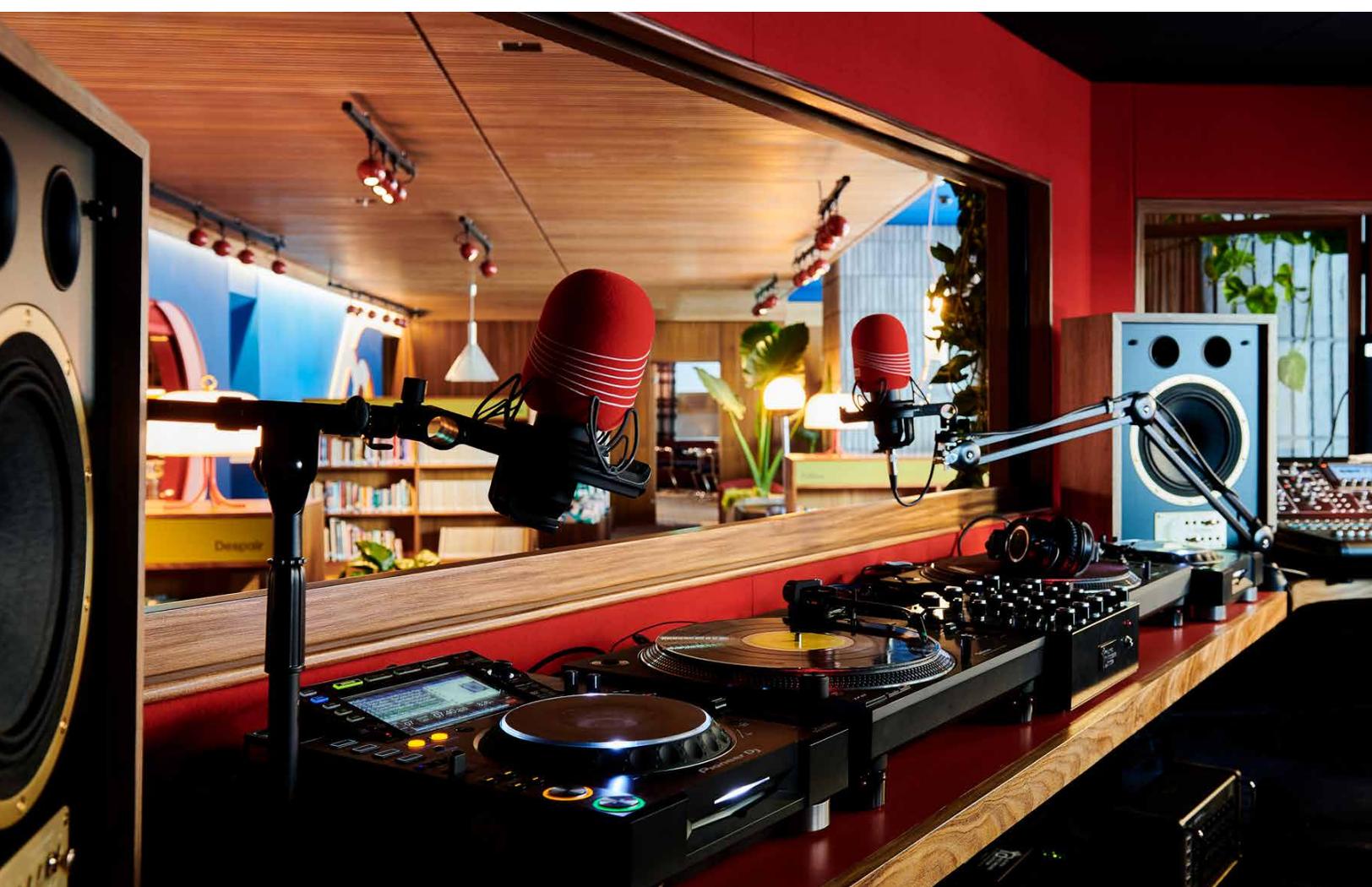


Nestled within our brutalist walls is in fact a library... Once home to the Camden council library, this space has been transformed into an atmospheric, book-filled den where you can curl up and get stuck into a myriad of categories. It's also filled with couches, sofas and intimate nooks with eclectic living room style seating. The room can also be transformed into a more formal stage-like setting with rows of seating for talks or panel discussions. Music and broadcasting is at the heart of The Library Lounge where our Sound Studio features a fully equipped recording booth and DJ set-up to use for podcast recordings, DJs or live musical performances.

Capacity: 120 Standing / 46 Seated

Dimensions: 167sqm







The Rooftop

at The Standard, London



Open throughout the Summer months, The Rooftop at the Standard, London stretches over the 11th floor of the hotel with panoramic city views, specialty cocktails, bubbles on tap, and tasty and playful snacks to enjoy while you drink it all in. With colorful furniture atop cheery green AstroTurf, it's the perfect spot to rendezvous with friends for a sunny afternoon or cosy up with that special someone for sunset drinks. Just lovely.

Capacity: 250 Standing

Dimensions: North Terrace 200sqm / East Terrace 200sqm





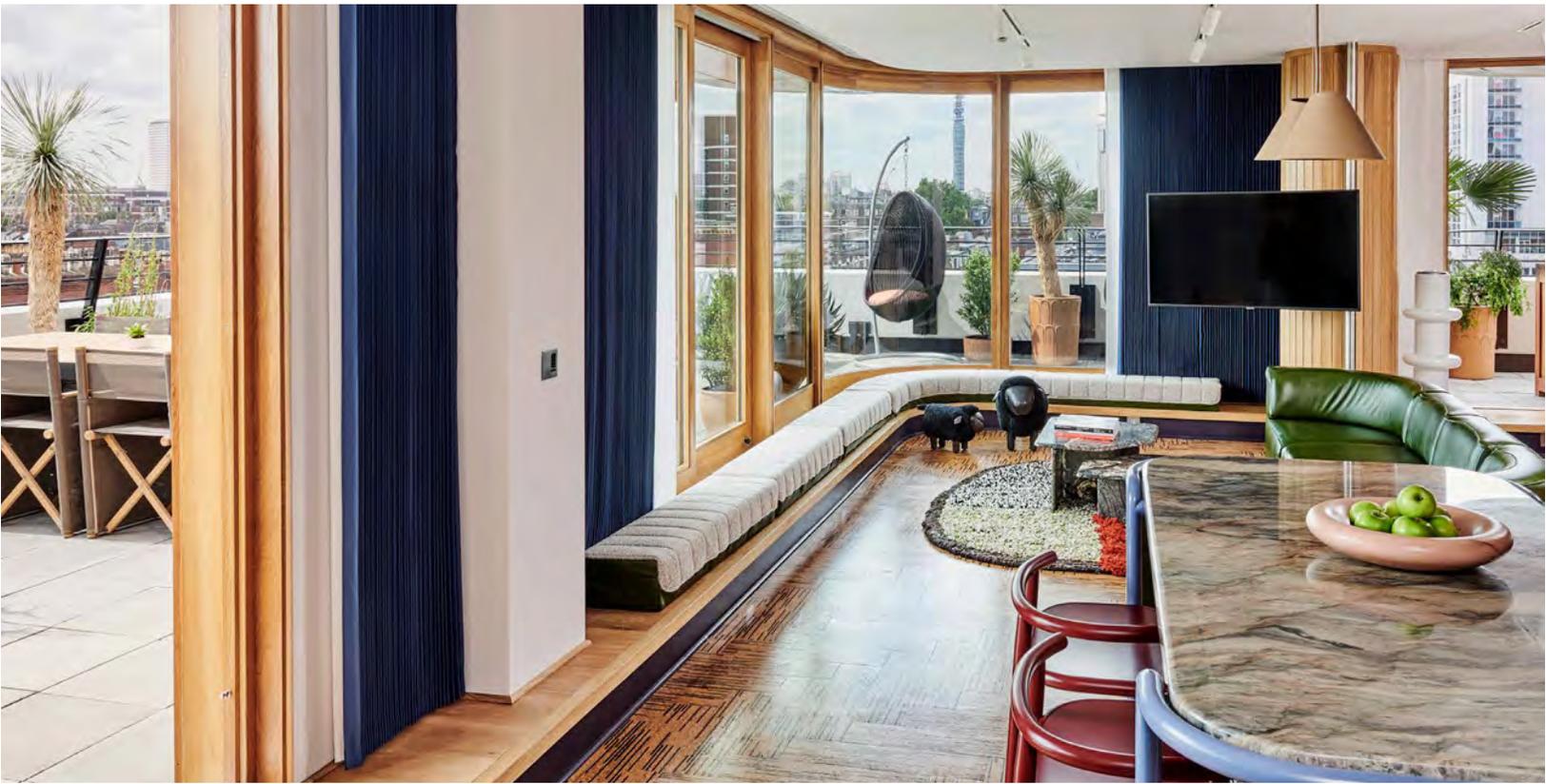


Venues

More than just a hotel, The Standard, London offers a variety of venues to suit any need. From intimate cocktails on our 8th floor Townhouse terrace overlooking St Pancras to parties with the London skyline as the backdrop in Townhouse 10, classroom to theatre style meetings, panel discussions or brand events, you can do it all under our roof.



The Suite Terrace



Our largest private suite, the Suite Terrace, is situated on the 8th floor of The Standard, London with panoramic views across the city. With wrap-around floor-to-ceiling windows, ample indoor and outdoor seating, the space is perfect for a cocktail reception, press junket or presentation with a marble topped table island, premium interiors and unique cork floors. The suite features a central bar area, a private bathroom, plasma screen TV, glassware and sink for the potential of a full bar set up as well as the option of a surround sounds audio system. It's the perfect spot to play host and entertain in King's Cross.

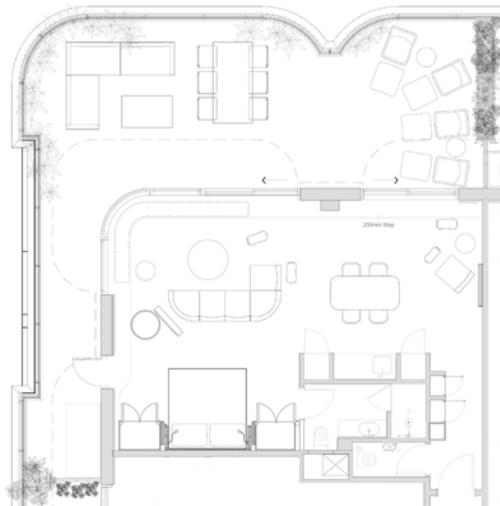
Capacity

35 Standing indoors

50 Standing including terrace

Dimensions

68 sqm







The Suite Spot



If you're here, you've hit the Suite Spot. Get it? You'll also be getting California-inspired vibes throughout your irresistibly spacious 80 square metres (861 square feet) abode. It's one dreamy reality where floor-to-ceiling windows at the 9th floor are met by a backdrop of London's skyline, with you at the centre of it all, from an emperor-sized bed. Kitted out with a completely functional bar area, plasma TV screen, private bathroom and extra seating. Your pick for a group hang or casual meeting space.

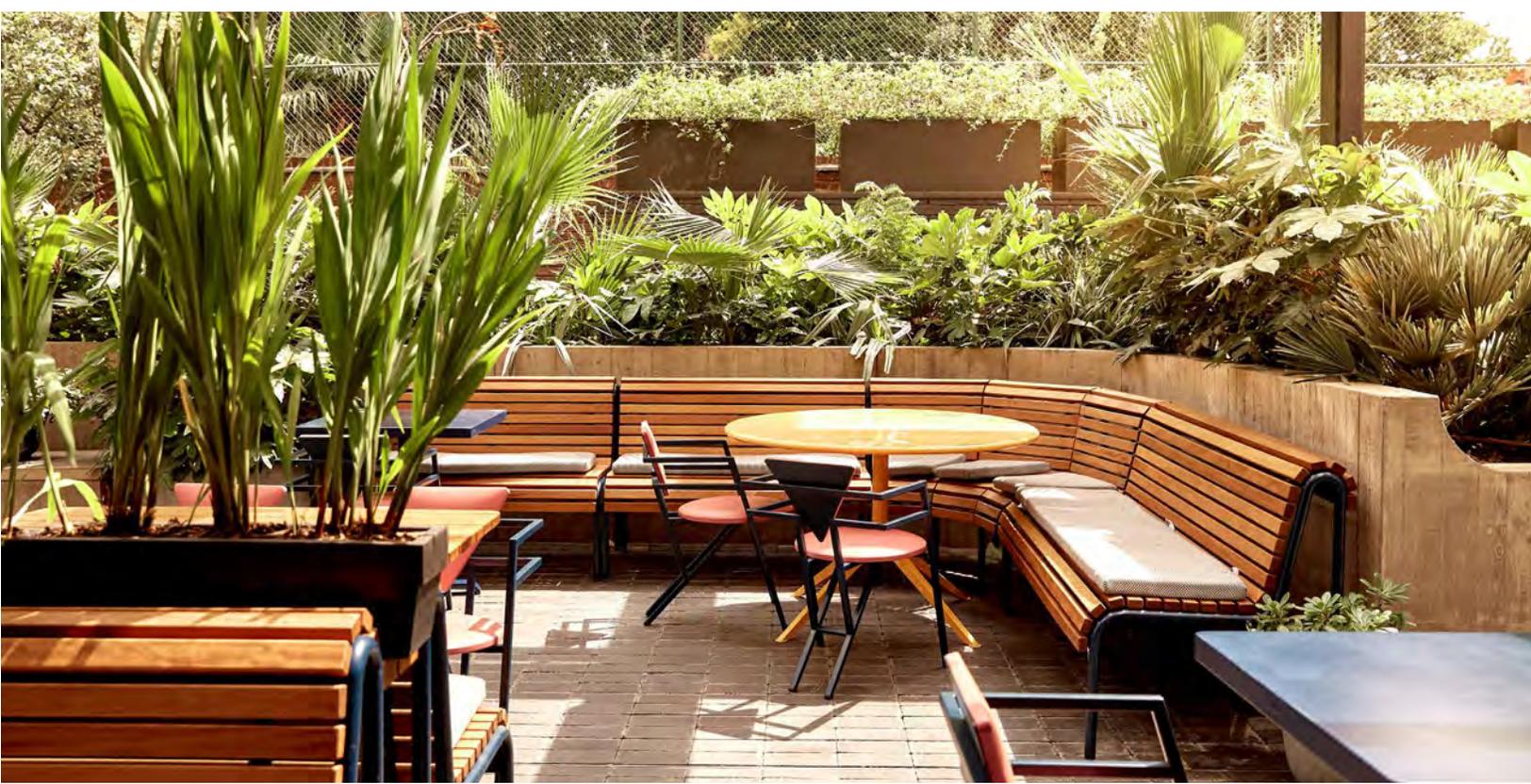
Capacity: 20 Standing

Dimensions: 80sqm



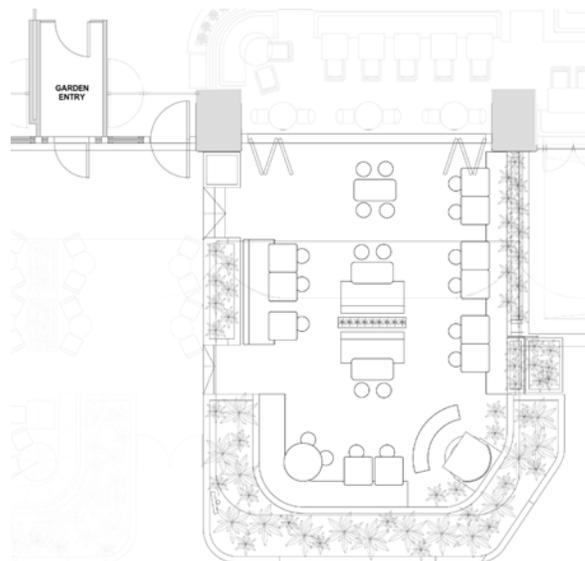


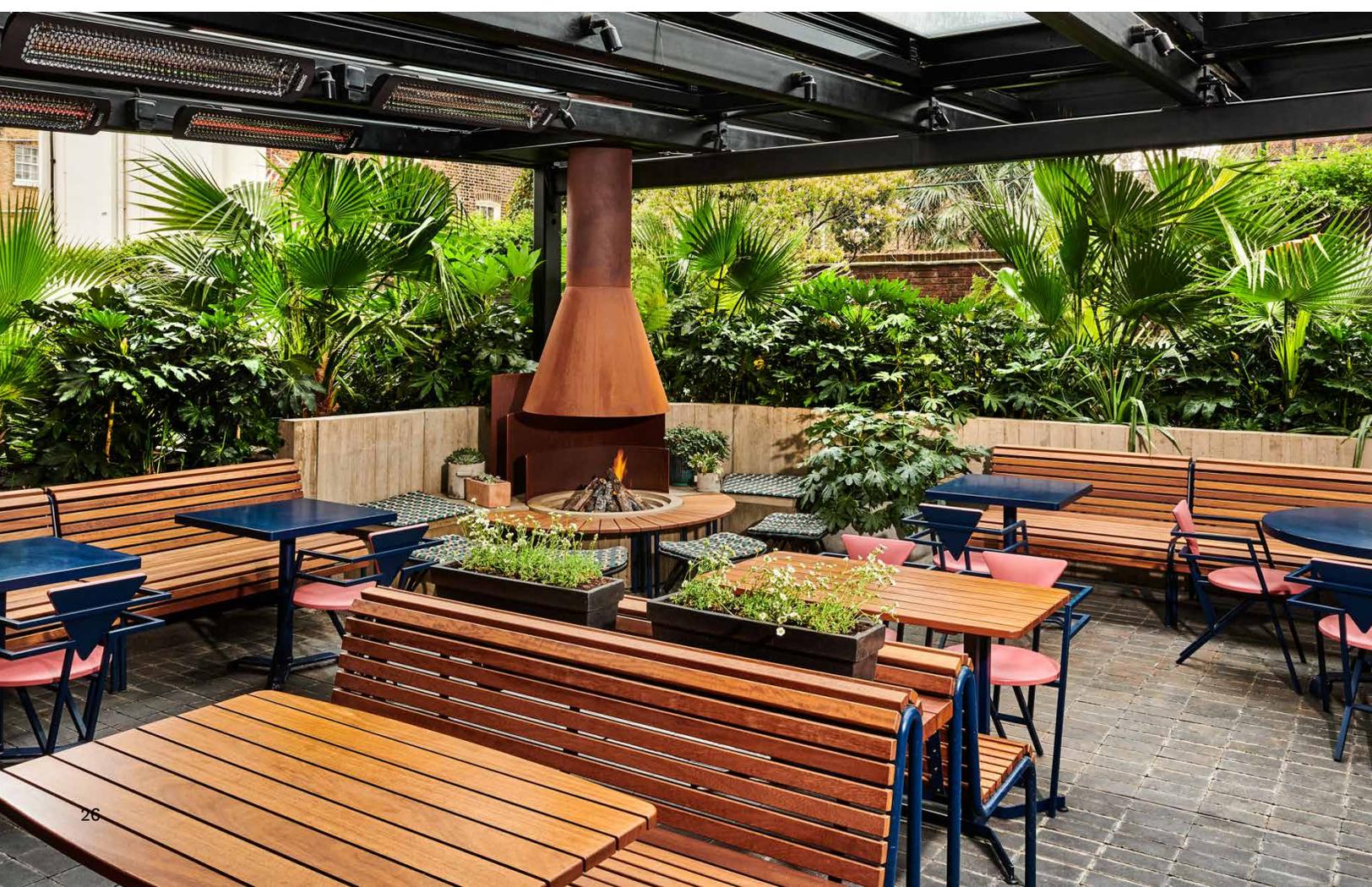
Isla Terrace



The Isla terrace is our picturesque weather-proofed outdoor space with ample seating. Filled with romantic fairy lights in the evening and complete with a retractable awning, heating and cosy blankets for good measure. The terrace is available to book throughout the year and essential for summer parties or cocktails.

Capacity
50 Standing
44 Seated







Decimo Private Dining Room



Think Decimo, but private. Our semi private dining room at Decimo is something special. With sensational floor-to-ceiling views of the city, private bar service and numerous set-ups and layouts – that's not even mentioning Chef Peter Sanchez-Iglesias's critically acclaimed food.

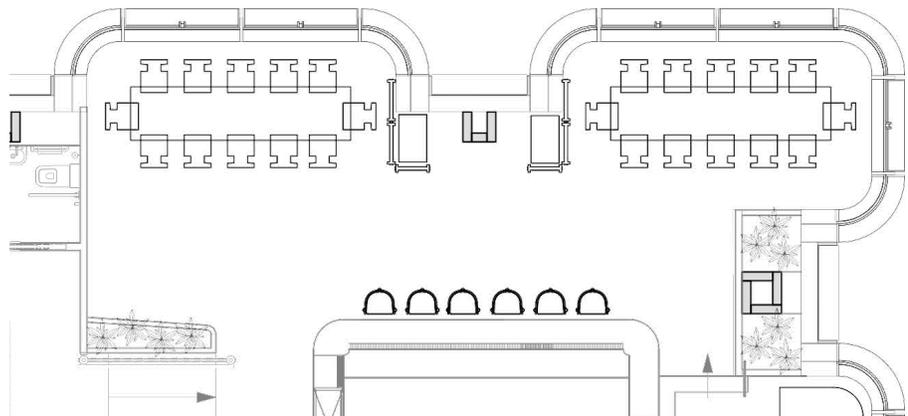
Capacity

50 Standing
38 Seated

Exclusive hire:
140 Seated

Dimensions

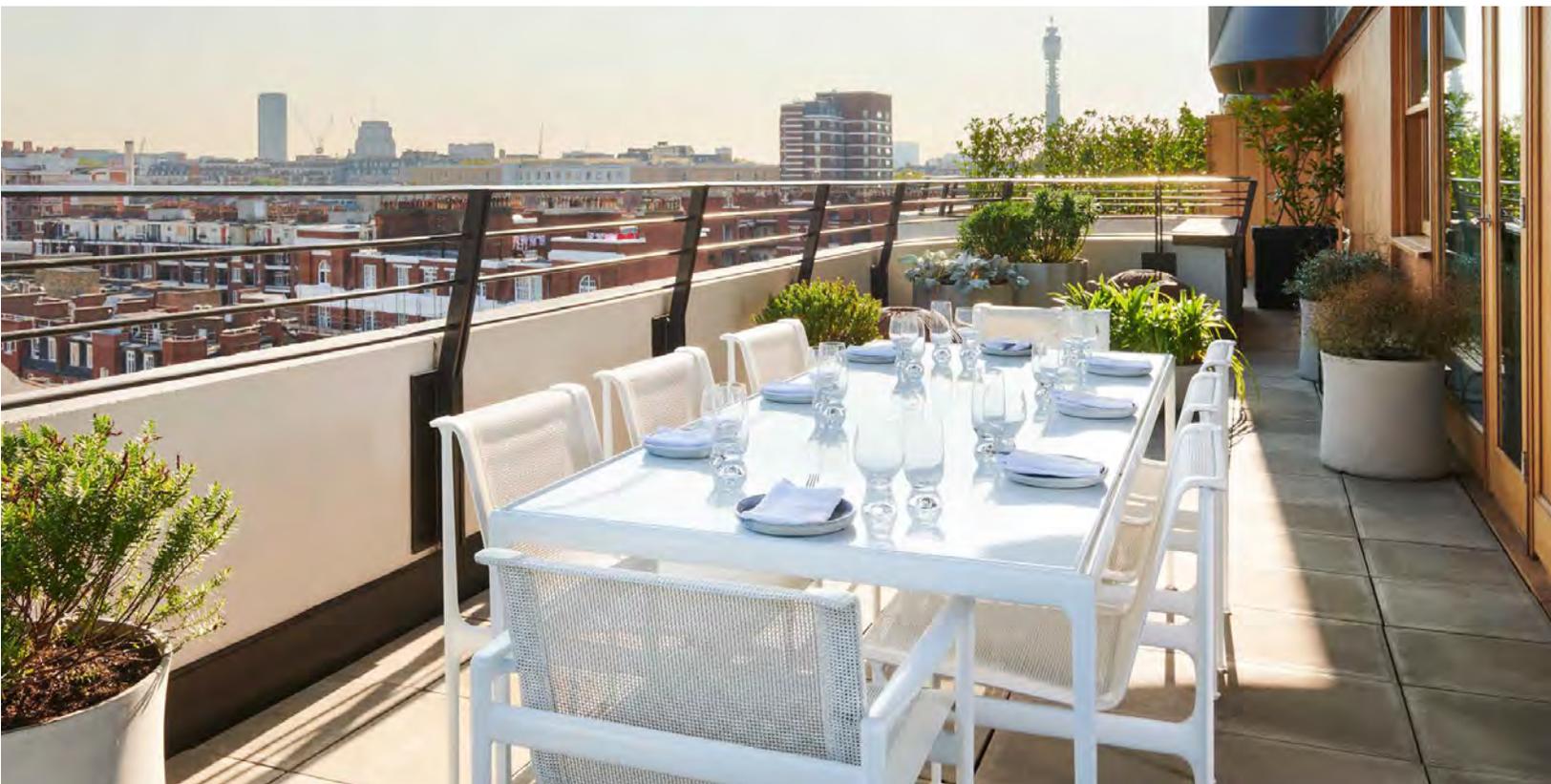
55.5 sqm







The Townhouse 8



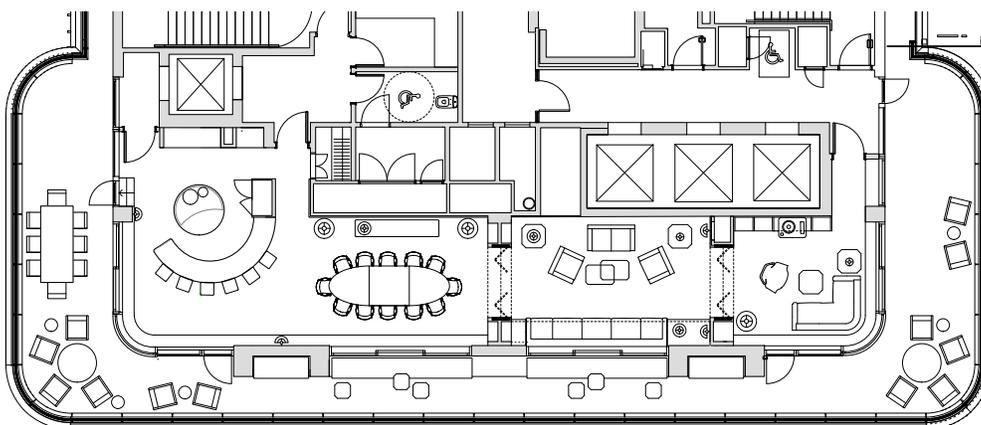
The Townhouse 8 is a new events and meeting destination designed for work and play in mind. Taking inspiration from a 1980s New York Townhouse, it features a living space with mid-century cool sofas, a vinyl library and listening area, two dining spaces, a working kitchen and sweeping wrap around terrace with views of the London skyline.

Capacity

80 Standing
20 Seated

Features

Wraparound Terrace
Stand-out kitchen
Vinyl library and record player
Sound System
Room is Divisible
HD Plasma TV







The Townhouse 9



A meeting space, but make it cute. Our flexible and versatile new event and meeting space is perfect for all work needs from intimate meetings and interviews to large-scale conferences and networking events. TheTownhouse 9 has a simple modular design and can easily be transformed from 3 separate rooms into one larger space, all complete with floor-to-ceiling views of the city of London and St Pancras clocktower and station. Needing tech? Rest assured you're all set with TV screens, speakers and high-speed WIFI.

Capacity

Townhouse North
Boardroom: 12
Theatre: 20
Standing: 20

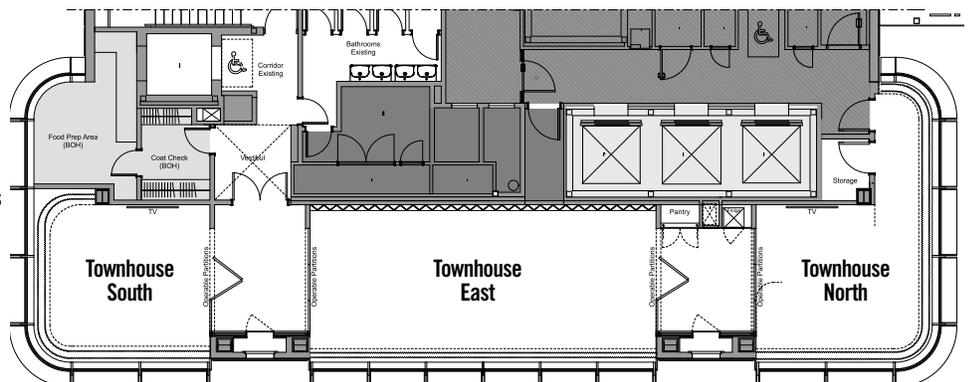
Townhouse East:
Boardroom: 18
Theatre: 40
Standing: 40
Classroom: 16

Townhouse South:
Boardroom: 12
Theatre: 20

Exclusive hire:
100 Standing

Features

Floor to ceiling windows
HD Plasma TV in each room
Sound system
Flexible layouts
Rooms are divisible





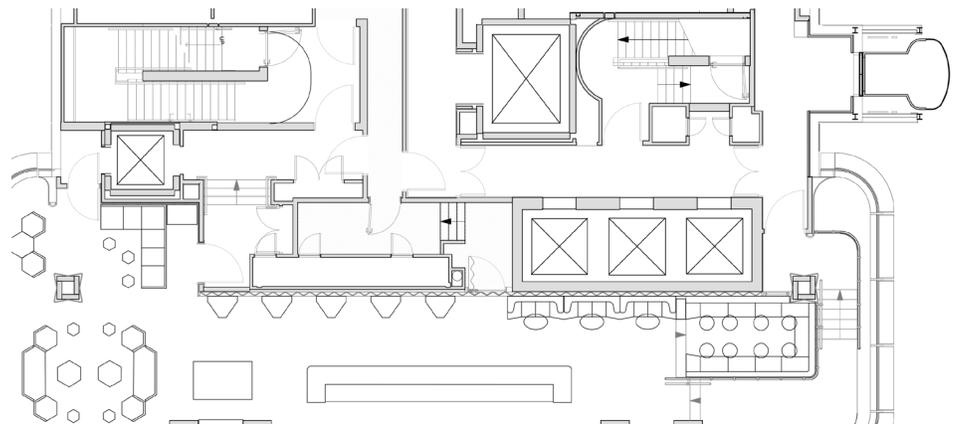


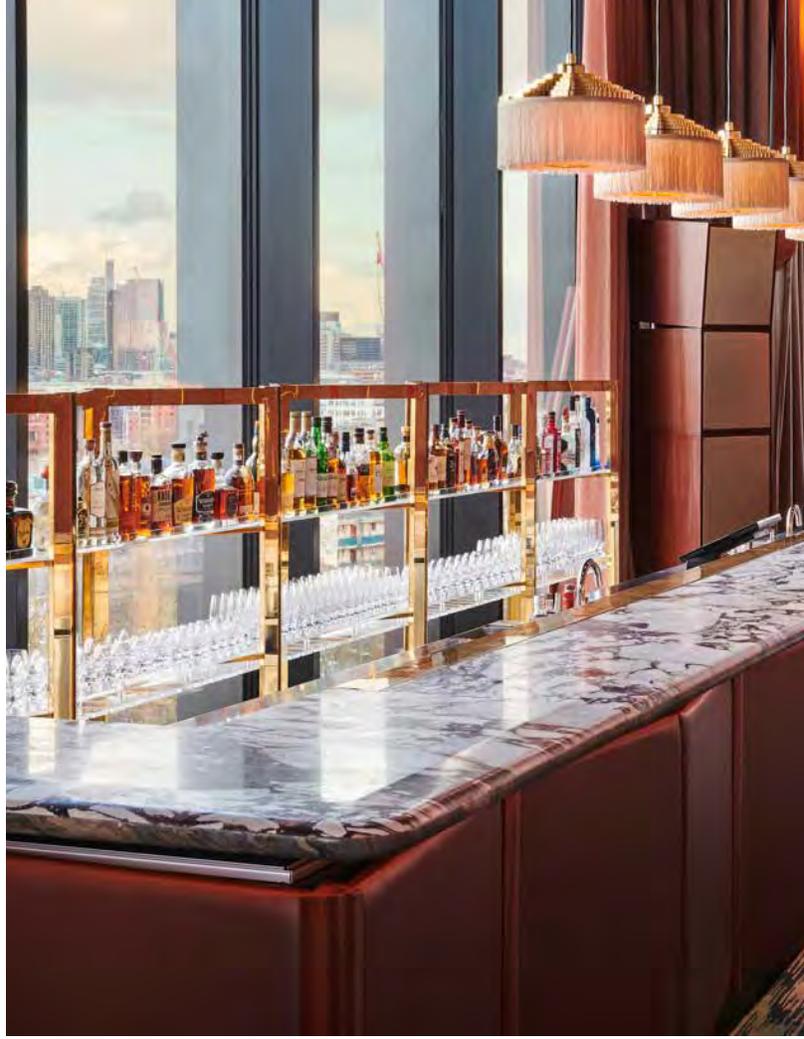
The Townhouse 10



A cocktail bar like nothing you've seen before – Townhouse 10 is located directly across from Decimo and is interior design cat nip. Velvet curtains, plush orange couches, Instagrammable-carpet and a marble-topped bar. Did we forget the music? Don't miss the vintage-inspired stacked speakers and central DJ booth.

Capacity
150 Standing





**For events inquiries, please contact:
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