



# HAM YARD HOTEL

## HOTEL IN LONDON

Boutique Hotel

### WEATHER

Fog  
11 °C  
Humidity: 100%

**Tim and Kit Kemp have recently created their eighth London hotel, Ham Yard. And it's barmy – in the nicest possible way – with décor that's stylishly zany and elegantly nuts.**

Think colourful splodges and stripes and mismatching fabrics, textures and art that stick together in one fun look. Everywhere there's something to arrest the eye – from a model of Her Maj under a Perspex box to a digital clock installation and lurid coloured tailors' mannequins in the bedrooms. More than this, the power duo have snuck an entire urban village into an old derelict plot behind Piccadilly – just moments from Ronnie Scott's and Bar Italia.

There are 91 bedrooms and suites, 24 apartments, 13 stores (like Australian jewellery designer Dinosaur Designs to Bloomsbury Flowers) and al fresco eating beside a supersize me Tony Cragg bronze sculpture in the courtyard. Not to mention a roof terrace – where smiley waiters bring you blankets and heaters so that you can gaze warmly over the Soho skyline and Ham Yard's home-grown herbs and spices – plus, in the basement, a Fifties-style bowling alley with authentic Texas fittings. Oh and there's a restaurant serving one of the best breakfasts in town. (Think baked eggs, slow roasted Romero peppers and goat's curd or Hepburn's black pudding with bubble and squeak.)

You may simply want to vanish upstairs to prop yourself up on feather pillows, hunker down under a fluffy duvet to watch their selection of 420 DVDs – that's if you can't find a use for the kinky knickers (£17.50) or Illicit (£20) love kit on sale in the minibar. Otherwise there's always the hypoxic chamber – staff suck the oxygen out of this gym – for the experience of exercising at Everest Base Camp. Or there's the library and drawing room with an honesty bar and enough books to keep the most ardent bookworm super happy. (It's like a private club.) That's before you skip off to the movie theatre or neon-lit Dive Bar and start tapping your feet on the dance floor. Yes, Ham Yard is a hoot.

**Ella Braimer Jones is a student, model and daughter of a travel writer**

*Photographs courtesy of Ham Yard Hotel*

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**HAM YARD HOTEL**  
1 Ham Yard, Soho, London, W1D 7DT, United Kingdom  
+44 (0)20 3642 2000  
[Visit hotel's website](#)  
[Send an e-mail to this hotel](#)

**HOW TO GET THERE**  
Located in the heart of London's theatreland in Soho, Ham Yard is a new ¼ acre site with shops and the hotel and connects Great Windmill Street with Denman Street via the tree lined thoroughfare that goes past the hotel entrance with outdoor seating. The closest Tube Station is Piccadilly Circus on the Piccadilly and Bakerloo lines, which is literally a 2-minute walk.

**\*\*INSIDER TIP\*\***  
Do check out the bowling alley down in the hotel's basement or treat yourself to some pampering in their spa.

**OUR MAN ON THE GROUND:**



**Ella\_Braimer\_Jones**  
London, United Kingdom

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	Reviewer's Rating	★★★★★
	Ambience	Romantic, Trendy
	Services	Free High Speed Internet, Restaurant, Room Service, Fitness Center, Health Spa, Conference Rooms, Wedding / Personal Event
	Cost	High
	Number of Rooms	91 rooms & suites
	Related Activity	Lively Nightlife, Shopping, Great local restaurants



## Room and Suite Categories

*Superior Rooms (31 m<sup>2</sup>); Luxury Rooms (32 m<sup>2</sup>); Deluxe Rooms (42 m<sup>2</sup>);  
Luxury Junior Suites (45 m<sup>2</sup>); Deluxe Junior Suites (52 m<sup>2</sup>); One and Two  
Bedroom Suites to (79 to 99 m<sup>2</sup>); The Courtyard Suite and The Terrace Suite  
(145 m<sup>2</sup>),*

## Additional Ambience Information

*The hotel's décor is stylishly zany and elegantly nuts with colourful splodges  
and stripes and mismatching fabrics, textures and art that stick together in  
one fun look.*

Last updated on 29-06-2015