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MADE IN BRITAIN



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ELECTRICAL

**BESPOKE
SOLUTIONS
FOR UNIQUE
INTERIORS**

HYDE LONDON CITY CASE STUDY

HYDE LONDON CITY

ARCHITECTURAL AMBITION

HERITAGE

Hyde London City was unveiled in 2024 after a reimagining by hospitality design specialists Studio Moren. Now, Ennismore's 111-room hotel is a haven of bohemian luxury at the heart of a dynamic district.

The seven-storey Second Empire-style building was designed by Edwyn Evans Cronk and completed in 1874, with mansard roofs and elaborate stonework. Facing the Old Bailey, and close by St Paul's Cathedral, the site has long been linked with innovation. Thomas Edison's electricity station on Holborn Viaduct powered the first lights of their kind, and the building was the first British venue for Spiers and Pond, who founded the Criterion – selling 8,000 gallons of sherry a week – and later transformed over 100 eateries of the Belle Epoque.

The Hyde London City building miraculously survived the Blitz, despite the district being a target for the Luftwaffe, and now stands reinvented as a prestigious four-star lifestyle hotel, welcoming guests to chic rooms and suites, the Black Lacquer DJ basement bar and lush Leydi restaurant.



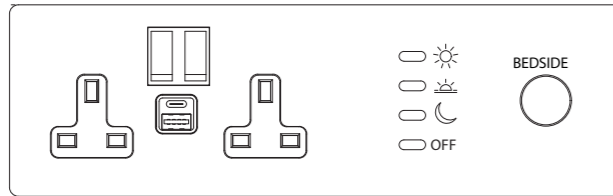
INGENUITY

Studio Moren invited Wandsworth Electrical to join the project to unite lighting control and bespoke brass plates to work within the building's sophisticated design.

“We wanted Wandsworth to help us push boundaries; to be sympathetic to the building while giving it a new lease of life. We wanted the end result to be ambitious and playful, while elevating guest experience. We also wanted 100% peace of mind, and we know Wandsworth delivers that.”

- Co-Head of Interiors, Studio Moren.

Taking the brief, Wandsworth produced bespoke burnished brass screwless plates for use in rooms and suites, combining a complement of scene-setting options for guest enjoyment, as well as witty controls for door entry and do-not-disturb.



DELIVERY

The finished building has delighted its guests with interiors which blend Hyde's trademark bohemian chic with Victorian urban sophistication. It features Timorous Beasties and House of Hackney wallpaper in bold colour palettes, with luxurious textiles, statement chandeliers and art throughout.

The Sunday Times praised its 'strong sense of design', while Conde Nast Traveller noted a 'luxurious and bohemian vibe,' with 'lighting [that] is thoughtfully designed, with three pre-settings of lights by the bed, perfect for those who prefer softer lighting over harsh overhead lights.'



“Each listed building requires a specific approach, and here it was about integrating controls into fittings, while respecting heritage, timescale and budget. As always, we devised and manufactured the products in our UK factory, to Studio Moren's specification.”

- Senior Design Manager,
Wandsworth Electrical



“We're very happy with the results at Hyde London City. It was a pleasure to work with Wandsworth. They offer a great range of finishes, so their products look the part, and they deliver an excellent customer experience. I've worked with them for a decade, and on each project, they listen, collaborate, and deliver.”

- Co-Head of Interiors, Studio Moren.

