

\*\*\*For Immediate Release\*\*\*

# THE DRAKE

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## THE DRAKE HOTEL ANNOUNCES DECEMBER 1 UNVEILING OF TRANSFORMATIVE EXPANSION

BOOKINGS NOW OPEN

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THE BRAND NEW 'MODERN WING' NEARLY TRIPLES ITS GUEST  
SUITES ADDING NEW ART AND PUBLIC SPACES



*Rendering by Norm Li*

**TORONTO (October 19, 2021)** — Drake Hotel Properties is pleased to announce that Toronto's Drake Hotel will reveal its expanded property on December 1. Bookings are now open. It has been 17 years since the historic Toronto hotel re-opened its doors, contributing to the transformation of West Queen St West. Today, The Drake is building on its legacy as a neighbourhood hub rooted in contemporary art, culture and hospitality and celebrating its local surroundings. The opening of the 5-storey Modern Wing marks an exciting chapter in The Drake's story, unveiling a vibrant, expanded collection of 32 meticulously designed additional guest rooms, bringing the total offering to 51.



Composing layers of history and modernity as it stretches east of the original building, the Modern Wing captures the dynamic evolution of the legendary property. Told through new layers of architecture, interior design, furnishings, objects and art, the expansion reveals a design that provides relaxed comfort, encourages curiosity, and holds many surprises.

Set in a brand-new building adjoining the original hotel on multiple floors, the Modern Wing offers imaginative public spaces and cultural amenities and is capped with a polished steel boxcar-inspired, cantilevered rooftop level suite. The façade of the handcrafted brick building features apertures intersected by oversized contemporary windows, a considered reference to historic, ghosted windows that pay homage to the street's traditional streetscape.

The Modern Wing is the result of the impassioned creativity and collaboration of The Drake's in-house design and art curation teams alongside Diamond Schmitt Architects and DesignAgency, in association with John Tong and Michael Awad. Re-imagination of The Sky Yard and original Classic Wing lobby is by CompanyCompany.

Guests are invited to experience The Drake's signature referential and playful style in a re-envisioned lobby, meeting and event spaces, and an intimate street-front bar — all of which are curated with a collection of exceptional artworks by a diverse group of artists. The original hotel 'Classic Wing' will retain the Drake Lounge, Dining Room, Sky Yard rooftop patio, Drake Underground performance venue, and neighbourhood Drake Café.

According to Joyce Lo, Creative Director, Drake Hotel Properties, "We are excited to open our doors and invite everyone to experience a tactile treat — a localized and immersive experience for the senses. We believe that the Modern Wing will be a canvas for diverse expressions of local and international art and design."

Built in 1890 as Small's Hotel, the property was frequented by passengers of the nearby Canadian Pacific Railway. In 1949 it was expanded and renamed the Drake, but the hotel eventually waned with the closure of the local railway station. In the 1970s it became a flophouse, and through the 1980s and 1990s served as a punk bar and a rave venue. In 2004 the property was reinvented as one of Toronto's first, stylish boutique hotels, and an internationally recognized bastion of art, culture and design.

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**BOOKINGS ARE NOW OPEN FOR SLEEPOVERS STARTING DECEMBER 1.**

**For more information or high-res imagery, please contact:**

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## **ABOUT DRAKE HOTEL PROPERTIES (DHP)**

Drake Hotel Properties is a growing Canadian hospitality brand focused on lifestyle hotels, food + drink and special events. We wholeheartedly believe that culture and community matter and are passionate about revitalizing character properties as inclusive hubs for unique and diverse experiences through art, culture and hospitality. The Drake Hotel (Toronto), Drake Devonshire Inn (Wellington, Prince Edward County), and Drake Motor Inn (Wellington, Prince Edward County) are each reflective of their respective neighbourhoods and invite guests to experience a special blend of bespoke hotel, classic general store, and vibrant local culture, while enjoying great seasonal menus, a robust cocktail list, carefully curated curiosities, and genuine hospitality excellence for all.

**[www.thedrake.ca](http://www.thedrake.ca)**

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## **ABOUT DESIGNAGENCY**

DesignAgency is an award-winning international design studio that draws on over two decades of expertise in interior design, architectural and landscape concepting, strategic branding, and visual communications. With studios in Toronto, Washington, D.C., Los Angeles and Barcelona, and projects in 37 cities and 16 countries, DesignAgency has developed a global reputation for creating exceptional environments that people experience deeply and fully. Key to our success is the strength of collaboration. Our talented design teams are informed by curiosity, international perspectives, and a drive for innovation. Working across hospitality, residential, commercial, and retail sectors, we work with our clients and with local and international artists, craftspeople, and suppliers to realize extraordinary experiences and lasting value.

**For more information, please visit: [www.thedesignagency.ca](http://www.thedesignagency.ca)**

## **ABOUT DIAMOND SCHMITT ARCHITECTS**

Diamond Schmitt is a global architecture firm delivering design that empowers people, communities, and organizations to harness change for the greater public good. The firm employs a collaborative working process to create architecture known for its high performance and careful craftsmanship. The firm's designs include innovative, highly sustainable civic, residential, cultural, public assembly, performance halls. The work includes Toronto's Evergreen Brick Works, Daniels Spectrum in Toronto's Regent Park; Smart Centres Place in Vaughan the new Canada Senate Building and the National Arts Centre in Ottawa; and Mariinsky II in St. Petersburg, Russia. Each has received widespread recognition, while advancing community interests within the public realm. With offices in Toronto, New York, and Vancouver, Diamond Schmitt is currently leading the net zero design for the Ottawa Public Library–Library and Archives Canada Joint Facility, and David Geffen Hall in New York City's Lincoln Center for the Performing Arts.

**For more information, please visit: [www.dsai.ca](http://www.dsai.ca)**