

For Immediate Release

THE DRAKE

THE DRAKE HOTEL'S MODERN WING IS NOW OPEN!

THE NEW BUILDING MARKS THE EVOLUTION OF THE DRAKE WITH 32 ADDITIONAL GUESTROOMS, A BOLD NEW ART COLLECTION, AN INTIMATE QUEEN STREET WEST FACING BAR AND A STUNNINGLY APPOINTED LOBBY



Photo Credit: Younes Bounhar, doublespace photography

TORONTO (December 1, 2021) — **The Drake Hotel** re-opened seventeen years ago, transforming the historic 19th century building into a contemporary art and culture destination that has contributed to the re-invigoration of West Queen St. West. Today, the legendary property continues its evolution, unveiling the brand-new Modern Wing – capturing the essence and sensibility of The Drake – while heightening the thought-provoking art, design and cultural elements the property is renowned for.

The Drake Hotel's Modern Wing is a vibrant 5-story contemporary building adjoining the original hotel. It offers 32 additional guest rooms, an intimate street facing bar, meeting and event spaces and a new hotel lobby, capped with a polished steel, cantilevered rooftop level suite. Born from the creativity of The Drake's in-house design and art curation teams in collaboration with Diamond Schmitt Architects and DesignAgency for interior design, the Modern Wing's welcoming spaces are unique to themselves, awash in warm tones, patterns and local artistry. CompanyCompany re-imagined the popular Sky Yard and original Classic Wing Lobby, bringing an inventive and sophisticated update to the original hotel side.

Upon entering the lobby through a revolving door complete with brass grill details in the tradition of historic hotels, you are transported to a welcoming, timeless, and textured living room, where plush fabrics, a hand-woven rug and mixed media art counterpoint the flowing forms of the custom reception desk and furniture. The impressive brick clad fireplace is the perfect backdrop to enjoy a pre-dinner signature Drake cocktail from the new street facing lobby bar, prior to ambling into the connected Drake Lounge for dinner while seated in a cozy green leather booth.

In signature style, the new guest rooms are welcoming, whimsically sophisticated and calm. Cleverly placed windows offer modern figures that swath the rooms in light. The rooms are decorated in rich colours with warm woods, textured fabrics, custom carpets, in house designed blankets and curated wallpaper complementing the original art pieces that adorn each space. Entries feature handcrafted, locally designed sconces. The comfortable accommodations are populated with luxe amenities: in-room tablets for contactless access to concierge services and amenities, plenty of USB charging ports, stay cast-enabled large screen televisions, Frette linens, hand steamers, custom Drake robes, Malin + Goetz bath products and locally sourced mini-bar treats.

Atop the Modern Wing sits the Rooftop Terrace Suite, with its oversized outdoor terrace and enviable views of the Toronto Cityscape. This apartment in the sky, comprising two bedrooms, two full washrooms, kitchenette with bar, large living room and enviable patio, was designed to harness elements of a boxcar while creating a sophisticated retreat that is equal parts residence and private social space. Designed for touring musicians, luminaries or special occasions, the large, well appointed living room, with its timber terrazzo topped bar, hand picked furnishings, generous seating and commanding views from its floor to ceiling windows is the jewel atop the new building. The two washrooms are clothed in marble art-deco wall tiles, and the inviting soaking tub and oversized shower in the principal bathroom are adorned with luxury fixtures. The exterior is clad in polished stainless steel, creating a living canvas as nature's panorama reflects onto its veneer. The patio, which spans the length of the building is the ideal outdoor living space for an intimate event, cocktail party or simply an open-air respite from the hustle and bustle of the city below.



Detail of 'A Special Affair' by Miranda Forrester

Throughout the hotel, guests will experience a variety of exceptional artworks by a diverse group of local and international artists intended to spark conversation and inspire understanding. Behind the reception desk is Toronto-based Stephanie Temma Hier's *Evening Shadows and a Skittish Whisper*, a multi-dimensional mixed medium artwork of linen, oil paint and sculpture. In the lobby, Ajax-Ontario's Malik McCoy presents a 3-D generated animated video titled *Botanist*. From Iqaluit, Saimaiyu Akesuk's bright illustration adorns the entire back wall of the lobby's RM111. Micah Lexier's *Newspaper* was commissioned to commemorate the opening of the Modern Wing. Artworks can be found in stairwells, hallways, public spaces and guestrooms representing a plethora of mediums and artists.

According to Shaileen Shah, General Manager, The Drake Hotel, "It has always been our hope to create a neighbourhood hub rooted in our local community and to bridge art of the moment with intentional hospitality. At its core, we want to ignite curiosity within both the modern traveller and our friends – and our new spaces are designed for exactly that. We are excited to, at long last, open the doors of the Modern Wing and we certainly aspire to continue our longstanding tradition of welcoming, world-class hospitality."

Amenities include 24-hour front desk with full concierge service, room service, front of the line reservations for dining and access to on-property cultural events + programming.

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.

BOOKINGS ARE NOW OPEN

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

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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

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