



PRESS RELEASE ZANNIER HOTELS 1898 THE POST – GHENT

In the middle of August, the best kept secret of Ghent will finally open its doors. Located in the former Post Office building, a legendary and magical place with 38 rooms and suites, this is the latest jewel to be added to the Zannier Hotels crown, offering its guests some of the most beautiful views over the centre of Ghent. Behind the neo-gothic façade of natural stone hides an elegant 20th Century style decor, enhanced by antique furniture and offering perfect purity, ultimate comfort and breath-taking authenticity.



Ghent, Central Post Office building – a conversion story

Ghent, 1898. The architect Louis Cloquet finalises his plans for a new building, the Central Post Office. It is to be built in the very heart of the city, between the 'Quai aux Herbes' (Graslei) and the Grain Market (Korenmarkt). As always, the architect has dedicated his passion and his talent to this project - his imagination has previously given birth to the Saint-Pierre station and the Saint-Michel bridge.

1909. The new Post Office, located in the birth city of Charles Quint, opens its doors and several years later, in 1913, hosts the World Expo.

Of neo-gothic inspiration, the eclectic architecture of this building with its various octagonal towers, also shows signs of neo-renaissance influence. The façade boasts one hundred escutcheons and statues evoking Belgium and its provinces but also the 23 heads of state in place. The main tower houses a magnificent clock rising to a proud 54 metres in height.

The Post Office quickly becomes a highly-frequented location, with post carriages and the first horse-drawn tramways running right by it. The postal centre of the town was becoming a hub.

The last service counter of the Post Office closed at the beginning of the next century, in 2001.

August 2017: 120 years after his final sketch was completed, Louis Cloquet's masterpiece has seen the pinnacle of its conversion. The two upper floors will re-open in its new incarnation as a magnificent and unique hotel, of the kind has not known until now: the « 1898 The Post » will now see the light of day.

1898 The Post, Ghent - the luxury of a new hotel built to mirror the city

Lying at the confluence of the Lys and the Escaut, Ghent unveils itself over time. Seductive and welcoming, it has been described as one of the best-kept secrets of Europe. Indeed, Ghent can best be discovered slowly and is worth the wait.

The '1898 The Post' is without a doubt the reincarnation of all the hotels that have come before it in this city of the Mystic Lamb, showing the same spirit, the same intimate beauty, revealing itself in each and every room.

An ode to origins

Each of the thirty-eight rooms exude warmth, geniality and personality but each is unique and has its own story to tell.



The high ceilings and the dark green walls give a special elegance to the warmth exuded by each room. Large windows, the wood that is everywhere and an indirect light fill each room with a comfort such that you feel at home before you have even unpacked.

The antique furniture dating from the 20th Century stands harmoniously side by side with modern technology ensuring maximum comfort for the most demanding guests. Designed with flair and an eye for detail by the Zannier Hotel's interior designer, these exceptional rooms show a rare elegance, reflecting geographical insight and aesthetic coherence, integrating naturally into the interior of this new hotel.

The rooms and suites in this hotel range from 20 to 65 sqm in size and offer a stunning view of the city.

To stay in *The Stamp* (20 sqm) with its sloping ceiling, king-size bed and marbled bathroom is to feel at home on the other side of the world. It has a spontaneous charm and life suddenly feels light as a feather. Those guests who wish to stay in a family room can take advantage of *The Postcard* (25 sqm) room, a splendid duplex with open bathroom on the second floor. The old wooden floors and the sloping ceilings only add to the inherent architectural heritage of the building.

If you are seeking something a little larger than a *Stamp*, you can opt for *The Letter* (22 to 30 sqm), a room that welcomes you into a charming and relaxing space. The authentic wooden windows offer a splendid view over the medieval city in all its splendour.



Linen-covered sofas and armchairs, like in a coach of former times fill *The Carriage* rooms that open onto an open living room from where one can admire life on the Grain Market (Korenmarkt). Upstairs one finds the bedroom and open bathroom like a private cocoon where guests can rest in complete privacy. One of *The Carriage* rooms even has a private terrace and can offer the same intimacy outside. Ranging from 32 to 57 sqm, the different suites would admirably suit couples with a child. Some boast a Romanesque view over the Saint-Michel bridge. We do recommend that you pause there a few minutes at dusk when the evening is at its gentlest.

The loft is 65 m² and can be found in the roofs of the building. This is most certainly the ideal location for writers, artists and those who love to write and read. The room holds a desk, a bookcase, the comfort of an armchair where you can plunge into a story of former times. Everything is there for the magic of words to work their spell.

And finally, the love nest, perched over the city: the octagonal room, *The Tower Room*, lying right at the top of the hotel in the south-east tower, and offering an unparalleled 360-degree view over the historic city. Romanticism is at its height here and will offer you unforgettable nights.

A stay in time

Coming out of the room, how can you not linger in the corridors of this unique hotel? Magnificent period furniture evokes the glorious days of the post offices of yesteryear and lining the walls one can admire the sketches of Louis Cloquet.

On the first floor, the open fire of the common area creates an atmosphere that is both serene and captivating - it is a wonderful place in which to relax or work unobtrusively. Time

seems suspended. But look outside and you can absorb the bustle of downtown and feel the beating heart of this city.

On the same floor, "The Kitchen" invites you to start the day with a delicious homemade, American buffet-style breakfast. Or you might want to order a light lunch made from fresh products and eaten in a delightfully relaxed atmosphere.

The wonderful open kitchen takes you right back home. The chef will prepare delicious dishes from grandmother's recipe book in front of you, enhancing the relaxed atmosphere. Whether you are a hotel guest or a visitor curious to discover the charm behind the impressive natural stone facade, you might just choose to spend a quiet afternoon with a coffee or tea and a choice of local pastries. Just the ticket, exquisite!

The Honesty bar, specially designed and created for hotel guests, located on the second floor of the building in the tower overlooking the Grain Market, this area allows you to relax while making the most of what the city has to offer.

A genuine alternative

Geert and Greetje De Paepe, are the owners and developers of this project. And it was with the prestigious Zannier Hotels that they found the perfect partner to realize this audacious hotel project.

Zannier Hotels is the brainchild of Arnaud Zannier, whose desire is to create an alternative to what is currently on offer in the fast-expanding hotel market. *"Our ambition is to offer an alternative to the mythical buildings that make up the history of the great capitals and the boutique hotels that flourish every year throughout the world. This establishment aims to present an unpretentious lifestyle. And it is this guiding light that inspires and guides our various projects. It is a strong and original brand "* concludes Arnaud Zannier.

The devil is in the detail

Zannier Hotels are designed by an in-house interior designer who looks at the smallest spaces and check the tiniest detail. It is a vision of perfection where nothing is left to chance. It is a thousand leagues from the standards generally kept by traditional hotel chains. Zannier Hotels generally opts for raw materials, natural colors and authentic objects. And behind each architectural decision and each bit of décor, lies that ever-present passion for the job. Many objects and antique furniture seem to have found their perfect place in the building and the space given to them just magnifies their innate charm.

It is, quite simply, a new way of living: pure, authentic, returning to essential values.



Summary

- **NAME:** 1898 The Post
- **LOCATION:** Ghent centre, along the Quai aux Grains
- **ADDRESS:** Graslei 16, 9000 Gand Belgique
- **ZANNIER HOTELS:** Arnaud Zannier
- **INTERIOR DESIGNER:** Geraldine Dohogne
- **ARCHITECTURAL STYLE:** pure, warm, authentic
- **BUILDING STYLE:** neo-gothic
- **THE COBBLER BARMAN:** Jurgen Nobels, one of the top ten in the world
- **SYMBOLIC ELEMENTS:** Each room is a reminder of the world of the former Post Office
- **WHAT IS UNIQUE:** the tower and its octagonal duplex room with 360 degree views
- **RATES:** from 150€ depending on room choice and season
- **WEB :** www.1898thepost.com

Absorb the moment and glorify the place

That could well be the motto of the Zannier Hotels approach. At the start of each new hotel adventure, there is a place, a soul, a history.

Le Chalet Zannier, is a majestic chalet lying in the Megève mountain, **Phum Baitang**, is a village found in the rice fields of Cambodia, and now **1898 The Post**, the former Post Office in the centre of a historic city, all these sites are scrupulously selected and are so unique that they could never be the same.

And yet, absorbing their atmosphere, it quickly becomes clear that they do have points in common. Take their location: each of them, whether it is for its historical heritage or its natural beauty, demands respect. Discovering them is like meditation, a gentle dive into the past.

Zannier Hotels wants to share these spectacular sites. From the 'Le Chalet Zannier' to 'Phum Baitang', from natural beauty to historic city, the approach remains the same. « *To create total comfort surrounded by elegance and discretion while maintaining the purity of the space. Absorb the moment and glorify the place* », The concept could be summed up in these words by Leonardo da Vinci: 'Simplicity is the ultimate sophistication'.

Created in 2011, Zannier Hotels is a newcomer to the hotel industry and aims to return to the basics of private hospitality, just like at home. The group does not want to be subject to any constraints of growth and develops through new discoveries, unique projects growing out of the passions of the small group of impassioned people who are inspired by the beauty of the world. New projects are being planned for Namibia and Vietnam... watch this space.

See also: 1898 The Post Factsheet

For more information: www.zannierhotels.com

For more information, photos or an interview, please contact our press officer: Gauthier Beyaert / gauthier@purelations.be / +32498586573