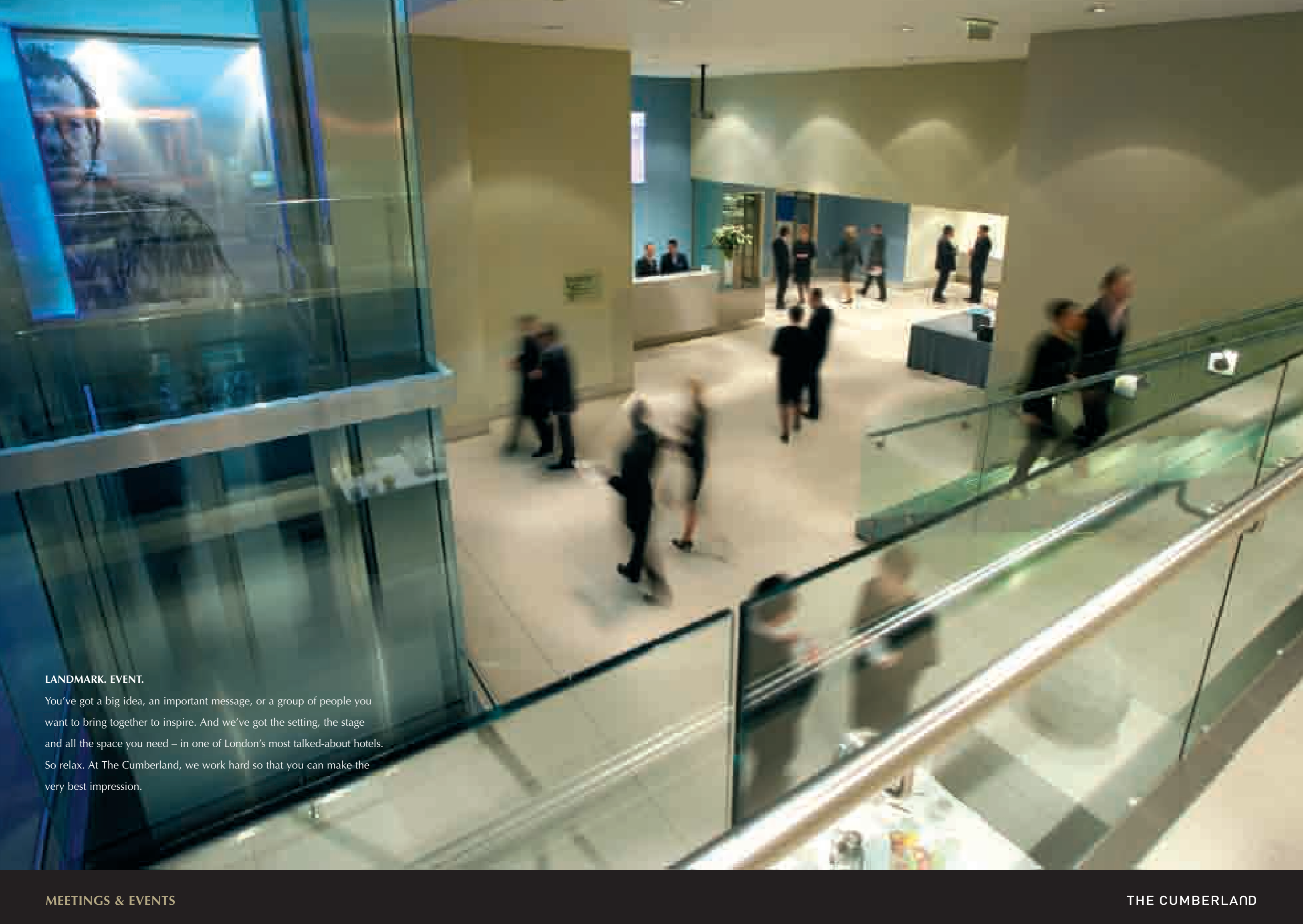


A woman and a man are sitting on a light-colored ledge in a modern interior space. Behind them is a large wall with a purple glow. Two large, vertical portraits of a man with a beard and a halo are visible on either side of the central wall. The overall atmosphere is contemporary and artistic.

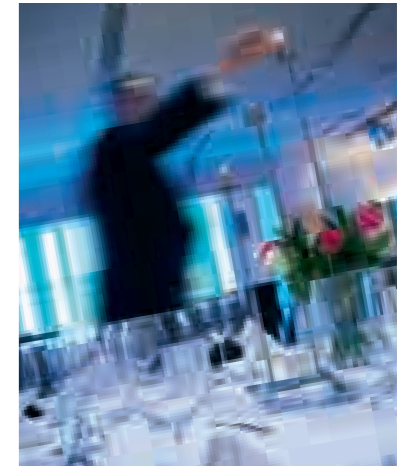
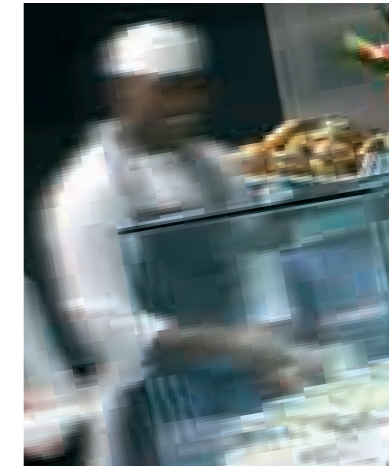
THE CUMBERLAND



LANDMARK. EVENT.

You've got a big idea, an important message, or a group of people you want to bring together to inspire. And we've got the setting, the stage and all the space you need – in one of London's most talked-about hotels.

So relax. At The Cumberland, we work hard so that you can make the very best impression.



PEOPLE. INSPIRE.

At The Cumberland you're not just treated to the very best in facilities, layout and, of course, location. There's also our legendary service at your fingertips. From choosing the right food, designing the best layout for your event and then greeting and looking after your guests, our professional and welcoming team will be available to make sure everything's on hand, as you want it.

INSPIRATIONAL. ATMOSPHERE.

Sometimes one room just isn't enough; sometimes a change in surroundings can bring new ideas and a breath of fresh air to a meeting, or a bit of stimulation, right when it's needed. Which is why we've created a range of breakout areas for you and your guests to use.



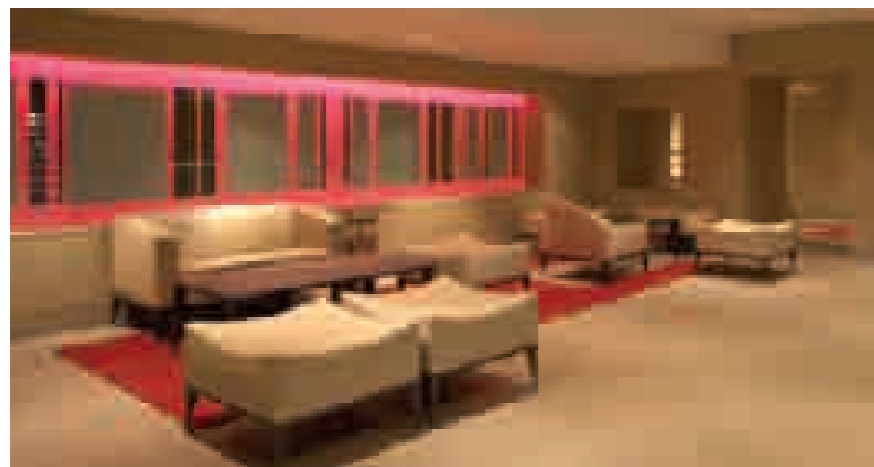
**THE FORUM –
FOR MEETING**

The perfect place to mingle and introduce. Use it to kick off your event, or to provide your guests with that all-important networking opportunity.



**THE FORUM –
FOR INSPIRATION**

Discuss ideas. Respond to a challenge. Take a break. Relax in areas we've designed to inject that extra bit of inspiration.



**THE MEZZANINE –
FOR DISCUSSION**

The perfect space and opportunity for your guests to reflect on your event. Or, if you're looking for some interaction, set them a challenge and let them work it out here.





CHOICE. YOURS.

What event or meeting have you got in mind? That's what this is about – what you need, location, rooms and facilities, to make your day work.

WE'LL WORK AROUND YOU

At The Cumberland we can cater for pretty much everything, from awards ceremonies to fashion shows or weddings, the unveiling of your new product or any excuse you can think of to get your staff together for a memorable day.



THE OCEAN ROOM

The largest suite at The Cumberland, the Ocean Room can be completely tailored to your event. Not just the layout – the lighting and entire mood of this stunning area can be changed to suit your needs, your requirements, and exactly what you want to get across on your day.

PRECISELY. ENOUGH.

We'll make sure we understand exactly what you want to get out of your meeting or event. And then we'll provide precisely what you need. Here's an example – when it comes to room layouts, what works better for you?



AQUA ZONE – U SHAPE
U-shaped table layouts, to encourage a bit of interaction?



BLUE ZONE – CABARET
Or a cabaret layout to fanfare an announcement?



GREEN ZONE – BOARDROOM
Or a more formal boardroom setting?



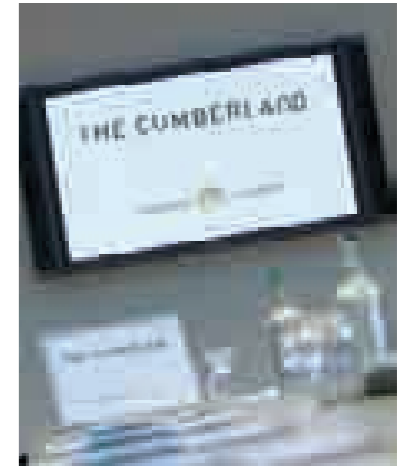


EXTRAS. INCLUDED.

Because it's not just the look of the room, the facilities or how we lay it all out for you. Or even what you put into it. There are certain requirements you'll need for your meeting or event that you'll want to take for granted. At The Cumberland, you can do just that.

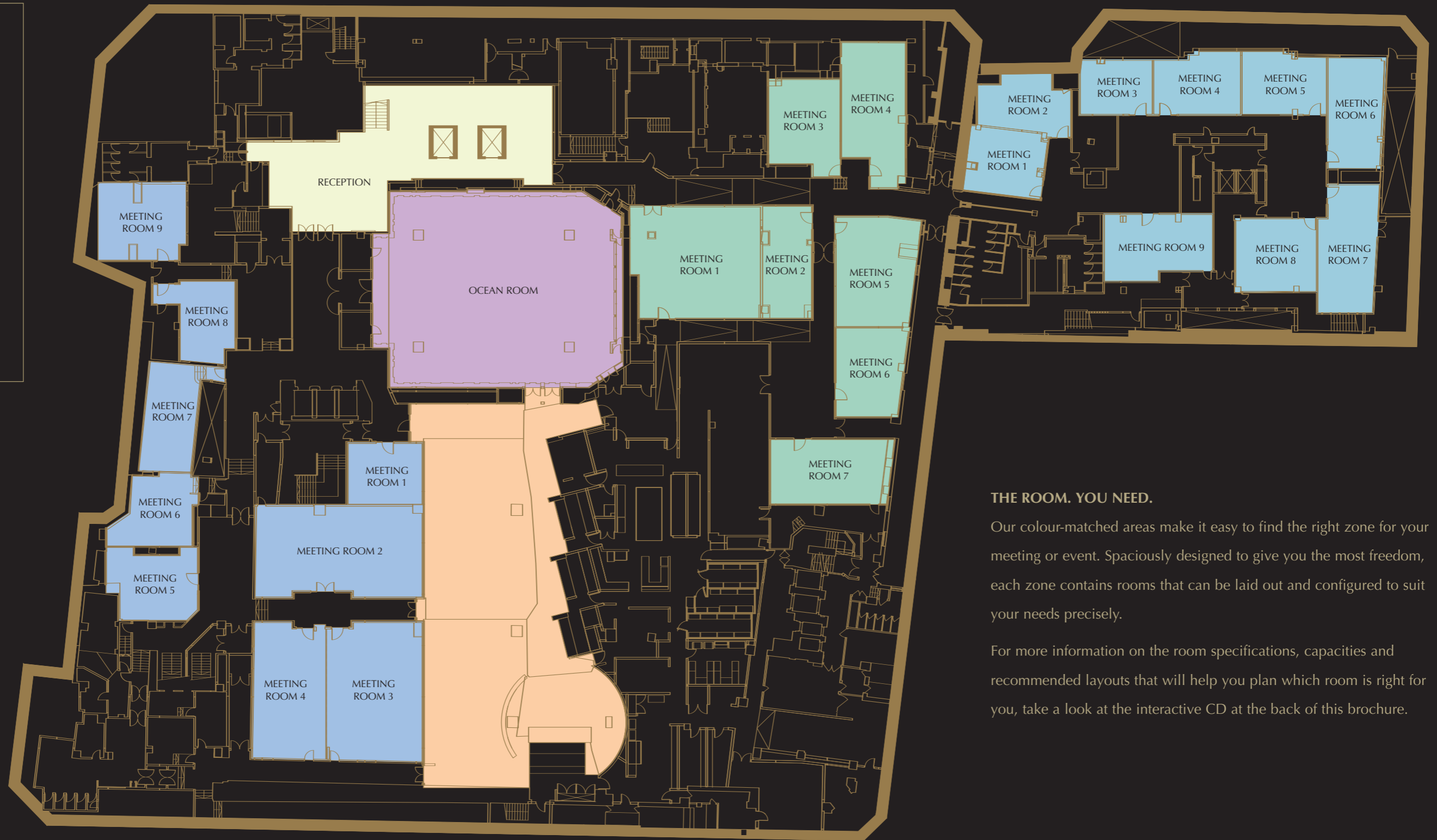
THE FINER THINGS

Broadband access? You'll find BT Openzone wireless internet access throughout the hotel. High quality refreshments? It's the least you'd expect, and we'll offer more than that: full conference facilities, dedicated service and the finest attention to detail. Whether you're looking to impress guests, clients or colleagues, we'll make sure you do.



Key

- Forum Reception
- Ocean Room
- Blue Zone
- Green Zone
- Aqua Zone
- The Market



THE ROOM. YOU NEED.

Our colour-matched areas make it easy to find the right zone for your meeting or event. Spaciously designed to give you the most freedom, each zone contains rooms that can be laid out and configured to suit your needs precisely.

For more information on the room specifications, capacities and recommended layouts that will help you plan which room is right for you, take a look at the interactive CD at the back of this brochure.

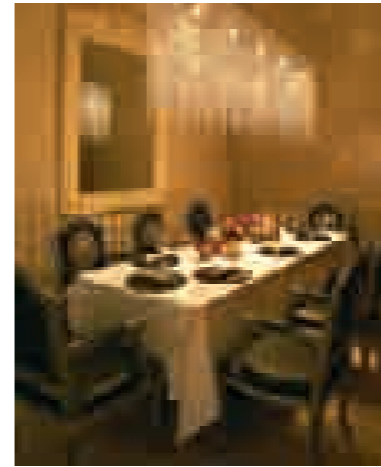


FOOD. FOR THOUGHT.

You'll work better when you know that you and your guests are going to get fed. In the Market, you'll have the choice of five open kitchens serving everything from mid-morning coffee and pastries to a full three-course evening meal. All without your guests having to leave the venue. Or even the floor.

OPTIONS TO IMPRESS

For something a little more special, The Cumberland also has other options designed to impress, from drinks in one of the West End's most stylish bars to inspired dining courtesy of a world-class chef.



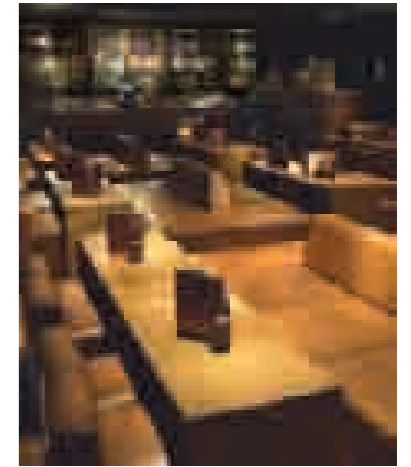
RHODES W1 RESTAURANT

Gary Rhodes has brought his skill and extraordinary culinary talent to The Cumberland. The atmosphere, as much as the menu, has made The Cumberland's flagship restaurant one of the most desirable places to eat in London.



BRASSERIE

Gary Rhodes' second restaurant in The Cumberland, the Brasserie, is designed and set out to be relaxed, informal and inviting. So you can sit back and enjoy a light lunch, an evening meal, or just a coffee at the Espresso bar– the perfect way to prepare for, or shake off, a packed day in London.



CARBON BAR

Shoreditch comes to W1 at Carbon. With top DJs playing from just after work to well after midnight, whether you choose to keep it low-key in the heavy industrial Chain Room or see and be seen in the VIP Champagne Room on the mezzanine level, you'll be in your element.

AFTER. THE REST.

You may be thinking that your meeting or event will go on into the early hours. You might just want to cater for guests who'll be travelling. Just so you know, the attention to detail you'll experience in our function rooms is more than adequately matched by the standard of our bedrooms in The Cumberland. Contemporary but relaxing and completed by all the finest details.

Plus, if you stay, you'll be able to enjoy one of the most vibrant areas of London for just that little bit longer.

