



DREAM HOLLYWOOD OPENS ITS DOORS TODAY, JULY 12, 2017

Dream Hotels' Highly Anticipated West Coast Flagship Creates a Social Hub for Famed Los Angeles Neighborhood

Los Angeles, CA – July 12, 2017 – Anchoring the extensive revitalization of Los Angeles' famed Hollywood neighborhood, [Dream Hollywood](#) officially opens today, Wednesday, July 12, 2017. Bringing together unrivaled partners in dining, nightlife, wellness and more, Dream Hotels' marquee location creates a magnetic social hub for visitors and Angelenos alike.

"We could not be more excited to welcome our guests and the community to Dream Hollywood," said Jay Stein, Chief Executive Officer, [Dream Hotel Group](#). "Dream Hollywood is truly unlike anything this city has ever seen, setting a new standard for hospitality and becoming a hotbed for creativity, culture and entertainment."

Located on the buzzing corner of Selma Avenue and N. Cahuenga Blvd. in Hollywood, Dream Hollywood's interiors are designed by the award-winning architecture firm Rockwell Group and pay homage to Los Angeles' iconic mid-century modern architecture, balanced by garden inspired elements, plush upholstery and more, creating the perfect blend of hyper-chic and comfortable. The building's unique façade is designed by LA-based Killefer Flammang Architects. The hotel features 178 guest rooms and suites, including an 1,800-square-foot Guest House suite with private screening room and 360-degree views; a stunning indoor-outdoor double-height lobby with retractable Nana Walls; a sweeping 11,000 sq. ft. rooftop pool, restaurant and lounge with unforgettable views of the Hollywood Hills and Los Angeles Skyline; a 1,000 sq. ft. gym and wellness program designed by celebrity trainer Gunnar Peterson; and an activated pedestrian alleyway that serves as a public gathering space linking the hotel to its adjacent dining and nightlife offerings.

"Having been immersed in not only this hotel opening, but also the local community, I'm incredibly proud to introduce Dream Hollywood," said Ayo Akinsete, General Manager, Dream Hollywood. "Being able to inject new life and excitement into Hollywood through this hotel, and watching the area continuing to grow, adds a unique and special energy to the already outstanding guest experience Dream Hollywood has cultivated."

The Gunnar Peterson Gym at Dream Hollywood provides guests with a one-of-a-kind wellness experience curated by the elite celebrity trainer. Showcasing Peterson's dynamic approach to fitness, the gym features state-of-the-art weight and aerobic equipment, Interactive Fitness bikes, Avanti Cardiogym and more. Peterson will personally train and select a group of elite trainers to

be available to guests upon request, offering a personal wellness routine catered to individual needs and designed to provide the celebrity training experience. In addition, Dream Hollywood's rooftop will host a curriculum of innovative group workouts.

Dream Hollywood also features five restaurant and nightlife venues operated by world-renowned [TAO Group](#) located within and adjacent to the hotel. Experiential offerings include brand new rooftop concept The Highlight Room, Beauty & Essex, TAO Asian Bistro and Avenue—all designed by Rockwell Group—as well as Luchini Pizzeria and Bar, designed by studio collective.

Set to open in the fall, Dream Hollywood will offer 3,000 sq. ft. of dedicated meeting space designed to reflect the vibrant, forward-thinking mind set of both its guests and the surrounding new entertainment industry hub. These dynamic, state-of-the-art spaces can accommodate a wide range of events, including meetings, exhibits and gala dinner banquets with a flexible multi-use layout, striking double height lobby and premier catering selections.

Furthering Dream Hotels' ethos of immersive hotel experiences, Dream Hollywood will regularly partner with standout brands to enhance the guest experience. Through an exclusive collaboration with The Lincoln Motor Company, not only do Dream Hollywood guests get access to the all-new Lincoln Continental Black Label, Lincoln MKZ Black Label and Lincoln Navigator, they also enjoy perks such as welcome amenities and special co-hosted events.

Dream Hollywood will also be home to Lipps, the eponymous West Coast venture of One Management founder Scott Lipps, which will represent a slew of top models, celebrities and other Hollywood influencers.

Next to open in Dream Hotels' expanding portfolio is Dream Nashville in historic Printers Alley. Featuring 169 upscale guest rooms and six dynamic food and beverage venues, Dream Nashville is on track to open in late 2018, marking the fifth Dream Hotel to open in the U.S. and the seventh worldwide, with six more locations currently under development.

Dream Hollywood is located at 6417 Selma Ave, Hollywood, CA 90028. For more information or to book a stay, please visit www.dreamhotels.com/hollywood.

[Facebook.com/DreamHollywood](https://www.facebook.com/DreamHollywood) | [@DreamHollywood](https://www.instagram.com/DreamHollywood) | [@DreamHotelsLA](https://www.instagram.com/DreamHotelsLA)

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ABOUT DREAM HOTELS

Dream Hotels are individually curated properties that together comprise a unique narrative. The brand is underwritten by a design philosophy that is both surreal and contemporarily chic. Located in the United States and abroad, the design of each property is informed by its locale and taken to Dream status by a pool of world-renowned architects and interior designers. The result is a stay experience well-suited to the discerning traveler who seeks comfort in a truly cosmopolitan atmosphere. www.dreamhotels.com

ABOUT DREAM HOTEL GROUP

Dream Hotel Group is a hotel brand and management company with a rich, 30-year history of managing properties in some of the world's most highly competitive hotel environments. Home to its Dream Hotels, Time Hotels, The Chatwal and Unscripted Hotels brands, Dream Hotel Group encompasses three business lines: Proprietary Brands, Hotel Management and Dining, and Nightlife. The Company is committed to the philosophy that forward-thinking design, service and guest experiences should be available across market segments. Dream Hotel Group is dedicated to offering travelers an authentic connection to their chosen destination through a truly original approach. www.dreamhotelgroup.com

ABOUT TAO GROUP

TAO Group is a leading restaurant and nightlife company, led by founding partners Marc Packer, Richard Wolf, Noah Tepperberg and Jason Strauss. Collectively, the native New Yorkers are the creators, owners and operators of numerous successful restaurant and nightlife venues around the world.

Currently TAO Group oversees properties in New York City, Las Vegas, Los Angeles and Sydney, Australia. In New York, the collection includes Avenue, Beauty & Essex, LAVO Italian Restaurant and Nightclub, Marquee Nightclub, Rue 57, The Stanton Social, and TAO Uptown and TAO Downtown. Additionally, the group operates all food and beverage outlets in New York's Dream Hotels. The Downtown property includes room service, Ph-D Rooftop, Electric Room Lounge, and Bodega Negra. Dream Midtown includes Ph-D Terrace, The Rickey Cocktail Lounge, and Fishbowl Bar, Lounge & Game Room. Las Vegas operations include TAO Asian Bistro, Nightclub & Beach at The Venetian, LAVO Italian Restaurant & Casino Club at The Palazzo, Marquee Nightclub & Dayclub, and Beauty & Essex at The Cosmopolitan. TAO Group expanded the brand further west to Los Angeles in a partnership with Dream Hotels. The property is home to TAO, Avenue, Beauty & Essex, rooftop bar & lounge The Highlight Room, and pizzeria Luchini. Marquee Nightclub at The Star - Sydney (March 2012) marks the company's first international offering.

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