

A STORIED LONDON HOTEL REMADE

Text by Natalia Rachlin | Photography courtesy of the Goring | March 20, 2015



The Goring, an iconic London hotel, debuted the final stage of an extensive renovation earlier this month.

Just a stone's throw from Buckingham Palace and a longtime favorite of the royal family, the Goring in Belgravia has hosted guests amid its elegant, understated luxury for over a century. Indeed, this month marks the hotel's 105th birthday, and after a brief closure it has reopened to unveil a new front hall by designer Russell Sage, the final stage of an extensive seven-year refurbishment.



The front hall, with hand-gilded silver-leaf wallpaper by Fromental.

The revamped entry introduces whimsical, hand-gilded silver-leaf wallpaper with scenic British landscapes unexpectedly imbued with exotic animals, from flamingoes to lions, by the London-based brand Fromental. The lobby's original marble floors have been restored, and the impressive plasterwork ceilings have been updated with additional embellishments. A new reception desk, echoing the contemporary take on the carved Chippendale-style furniture that dots the hotel's foyer, has been installed as the lobby's centerpiece, while golden silk curtains by the Gainsborough Silk Weaving Company—a century-old textile mill in Suffolk that also caters to the nearby palace—line the windows.



The lobby's new reception desk.

The family-owned and -run hotel, originally opened by Otto Goring in 1910, has seen a complete transformation over the past several years as British designers Nina Campbell, Tim Gosling, David Linley, and most recently Russell Sage revamped the restaurants, bars, public spaces, and guest rooms. Back in 2011, Kate Middleton famously stayed at the Goring the night before the royal wedding, and proving the hotel's enduring royal connection, the Duchess of Cambridge returned to celebrate the reopening earlier this month.



Russell Sage updated the front hall while staying true to the hotel's long history.

“The point of the renewal was to maintain the property’s heritage, and I didn’t want to destroy the history we already had,” says owner Jeremy Goring, the fourth generation to run the family business. “The interiors tell a story, chapter by chapter, each generation having contributed to them. By using an army of English craftsmen—gilders, painters, antiques dealers, and makers of mattresses, cabinets, and carpets—we were able to give every corner of the hotel the love and care it deserves.”

The Goring, Beeston Place, London; thegoring.com

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