

ARMOURBRITE™ SIGNS USED IN REFURBISHMENT OF TOWN HALL HOTEL, BETHNAL GREEN

The Town Hall Hotel & Apartments opened in 2010 in the former Bethnal Green Town Hall in East London. The Grade II listed building has been modernised and extra space has been added to create a luxury hotel which hasn't lost any of the original splendour of the building.

The designers, Rare architects, worked with brand designers, SomeOne, to create the branding for the hotel which included Armourbrite™ signage for the room and floor number signs. Brushed stainless steel was used, coated in Armourbrite™, to create a modern, tarnish-free finish to the high quality standard expected of a luxury hotel. This finish was also used to create the letters and logo for the Viajante restaurant which were subsequently mounted on to an illuminated signcase.