

THE ATHENAEUM HOTEL & RESIDENCES APPOINTS NEW GENERAL MANAGER

With more than 20 years of hospitality experience, Edward Bracken joins the Mayfair-based property

23 July 25: [The Athenaeum Hotel & Residences](#) is delighted to announce the appointment of its new General Manager, Edward Bracken.

With over 20 years of hospitality experience, Edward brings with him a wealth of knowledge and a proven track record of delivering market-leading, guest-oriented results. Bracken's focus will be on further enhancing the hotel's reputation, bringing the iconic stories of the property back to life through a revived focus on staff support and an elevation of guest experience.

Edward is familiar with the London hotel scene, with his career taking him all over the capital with notable properties including Crowne Plaza - The City and Kensington, Marriott Kensington, Radisson Red, The Gore, and 5-star property, The Pelham.

Commenting on his appointment, Bracken said, "It is great to be joining The Athenaeum Hotel and Residences at such a key time for the property as it joins Sutton Hotel Collection and we begin discussing exciting investment and development plans for the future. I look forward to working with the team here to enhance the guest journey and help shape the next chapter of this iconic Mayfair property".

The Athenaeum Hotel and Residences is an award-winning, five-star property offering stunning views over Green Park and the charming Mayfair Streets. The design and spirit of the hotel have been carefully considered, with all rooms, suites, and residences encapsulating a proud British heritage, championing bespoke British craftsmanship with a nod to its Art Deco roots.

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The Athenaeum Hotel & Residences
116 Piccadilly
London
W1J 7BJ

For all press enquiries please contact Palm PR:
athenaeum@palm-pr.com
0207 871 6733

Notes to Editors

Images can be found [here](#).

About The Athenaeum Hotel & Residences

Nestled in the heart of prestigious Mayfair, The Athenaeum stands proudly as a five-star hotel, epitomising spirited luxury and embracing its Art Deco heritage. Its prime location offers easy access to the West End, the designer boutiques of Bond Street, and the regal Buckingham Palace, making it an ideal temporary 'home' in London. The rooms and suites, adorned with life's

indulgences, provide enchanting views of either Green Park or the charming Mayfair streets. Additionally, the hotel offers contemporary serviced apartments, known as Residences, housed in adjacent Victorian townhouses.

For culinary delights, guests can indulge in the offerings of 116 at The Athenaeum, the hotel's restaurant that serves breakfast, lunch, dinner, and an award-winning afternoon tea in a relaxed ambiance. Within the hotel, guests can explore The Bar, The Spa, a 24-hour gym, and the exclusive tenth-floor residents' lounge, The View.

A distinctive feature of The Athenaeum is its Living Wall, established in 2009. This living masterpiece, spanning from street level to the tenth floor, pays homage to the lush Green Park nearby while also serving as a vital sanctuary for London's biodiversity. It has become an iconic symbol of the hotel, blending seamlessly with its surroundings.