

Protea Hotel Fire & Ice! to get 'cool' facelift

The unique Protea Hotel Fire & Ice! lifestyle concept that was launched on an unsuspecting public in Cape Town eight years ago is to undergo an evolution that will ignite and inspire a new generation of guests in the Mother City.



Protea Hotel Fire & Ice! exterior

Cape Town's edgiest urban hotel will get slicker and bolder after a massive three-month structural renovation of its public areas gets underway on 1 June this year, that will see the hot property enter a whole new dimension of cool when it reveals its fabulous face to the world in September.

The rocking redesign incorporates all public areas on the ground floor, including the reception area, bar, Coughin' Room, restaurant and New Church Street deck, kitchen, Bree Street deck and lift lobby.

Even the iconic and much talked about unisex public restrooms will be given an entirely new, sleek look.

It's going to take cool to a whole new level

Although much of the renovation details are being kept under wraps, Protea Hotels Director of Sales, Marketing and Revenue, Danny Bryer says he can reveal that the hotel will feature a vibrant new dining experience that compliments the equally stylish service - both in the restaurant and in a sexy private dining room that is being built for the 'it' crowd to meet or party on their own terms.

"We're also making the bar and lounge area an even hotter hangout for the beautiful people, but I'm afraid they're going to have to wait for September to see the finished product.

"The Protea Hotel Fire & Ice! concept has always excited the eye and the mind and this evolution is no different. It's going to take cool to a whole new level."

Bryer says the hotel will remain open for business during the renovation. There is likely to be some noise from the renovation, but it will be limited to weekday working hours so as not to disturb its guests.

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