



## W LONDON TURNS PAGES WITH THE (W)RITERS' LIBRARY

*“Hotels seem to have every conceivable idea except a well-chosen, well-used library”- David Nicholls*

**London – (16<sup>th</sup> May, 2011):** Once upon a time there was a library: The (W)riters' Library, the first of its kind and unique to W London – Leicester Square. Unlike most rooms for books, The (W)riters' Library isn't dusty, or hushed or boring. There is no dull person peering over shoulders or stopping people reading something they shouldn't. Instead, it is a stylish sanctuary, a place with comfortable nooks to sink into, cocktails on hand to help ease into a literary journey and best of all, each book tells its very own personal story of how it came to be there.

Damian Barr - journalist, playwright and Salonierre - is curator of The (W)riters' Library at W London. He invited ten of his favourite writers from both sides of the Atlantic to each choose ten books which reflect their personal taste and mean something to them. Inside each of their chosen titles they have included a handwritten introduction, explaining why they love a particular book, why it resonates with them and other idiosyncrasies such as who they were in love with, what they were wearing or what the weather was like on the day they fell in love with that book – short stories in their own right.

Damian Barr comments, “When you recommend a book, you say a lot about yourself, consciously or not. W is passionate about the ‘insider’ and The (W)riters' Library reflects this. It's a first of its kind, giving visitors the chance to personally connect with their favourite writers and the titles that have inspired, challenged and touched them in their lives. This is about the stories behind the books”.

The ten authors in The (W)riters' Library are: Bret Easton Ellis, David Nicholls, Hephzibah Anderson, Geoff Dyer, Ned Beaman, Alex Preston, Naomi Alderman, Sloane Crossley, Jake Arnott and Craig Taylor. Between them, they have chosen 100 books from classics to graphic novels, including Warhol, Fitzgerald, Dr Suess and Atwood.

“The (W)riters' Library offers visitors a view of what inspires and excites ten influential writers. We are thrilled to work with all these inspirational authors and introduce their personal recommendations to our guests”, says Kevin Rockey, General Manager, W London – Leicester Square.

The (W)riters' Library is open to W London guests and the public from the 14<sup>th</sup> June 2011.

W London - Leicester Square is located at 10 Wardour Street, London, W1D 6Q. A stay at W London - Leicester Square starts from £335 per double room per night, including taxes and charges. To book call 00800 325 25252 or visit [www.wlondon.co.uk](http://www.wlondon.co.uk).



**-ENDS-**

**Notes to Editors:**

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**About W London – Leicester Square**

W London features 192 guest rooms, including 17 suites, three WOW suites and one Extreme WOW suite as well as the UK's first Spice Market, a signature restaurant by three Michelin-starred chef Jean-Georges Vongerichten, inspired by the vibrant street life of South East Asia and Wyld, a new take on the hotel bar scene run by London-based nightlife gurus, Ignite Group. W London also features the signature W Lounge welcome experience, offering cocktails and bites with a twist on traditional English favourites; SWEAT®, state-of-the-art fitness facility, offering rooftop views of Soho and beyond as well as exclusive images by photographer Marcel Van Der Vlugt; AWAY® Spa with a focus on detox and refuel; a modern Screening Room with seating for 38; and W Studio Spaces that are dynamic enough to host a cocktail reception, board meeting or cosy dinner. All of this is supported by the W brand's signature Whatever/Whenever service philosophy, providing guests whatever they want – from a private fashion show to an insider tour of London's alternative nightlife scene – whenever they want it, as long as it's legal!

**About W Hotels Worldwide**

W Hotels is a contemporary, design-led lifestyle brand and the industry innovator with 40 hotels and retreats in the most vibrant cities and exotic destinations around the world. Inspiring, iconic, innovative and influential, W Hotels provides the ultimate in insider access, offering a unique mix of cutting-edge design and passions around fashion, music and entertainment. W Hotels offers a holistic lifestyle experience that is integrated into the brand's sensibility through contemporary restaurant concepts, glamorous entertainment experiences, stylish retail concepts and signature spas. With more than 12 years of proven success, W Hotels is on track to reach more than 50 hotels by the end of 2012. W Hotels and W Retreats have been announced for Paris, St. Petersburg, Guangzhou, Shanghai, Bali, Bangkok, Athens – Astir Palace, and Verbier, among other international destinations. For more information, visit [www.whotels.com](http://www.whotels.com).

**About Damian Barr**

Damian Barr, 32, is a writer, journalist, playwright and salonier. He has co-written two plays for BBC Radio Four, including a comedy set in a beach hut. His first book was published by Hodder: *Get It Together* made the quarter life crisis the must-have modern malaise. He has been shortlisted for a British Press Award and convinced Sir Terence Conran to kiss Philippe Stark's boot, debated the nature of fiction with Paul Auster and Siri Hustvedt and listened to Jean Christophe Novelli and Raymond Blanc argue about who is the better lover. He has written for The Times, Daily Telegraph, Financial Times, The Guardian, Independent and Evening Standard. He made headlines as the world's first 'reader in residence' travelling the world reading stories aloud.



to hotel guests in his PJs as a sort of literary call-boy. He is the creator and owner of the hugely successful Shoreditch House Literary Salon whose guests include Diana Athill, David Nicholls, John Waters, Helen Fielding, Geoff Dyer, Rachel Cusk and James Frey. At home in Brighton, Damian grooms his fancy chickens and thinks about writing his new book.