

Brand New Osaka Hotel Sets Its Sights on a Summer Unveiling

Palace Hotel Management Company makes its debut with the launch of a new label

TOKYO (May 19, 2020) - With a pedigree that flows from the acclaimed Palace Hotel Tokyo and designs on rewriting the playbook for lifestyle brands, the management arm of Palace Hotel Co. Ltd. has announced plans for a Q3 opening of Zentis Osaka, the first property of its new hospitality brand.

Internationally renowned UK designer, Tara Bernerd of Tara Bernerd & Partners, has been tapped for the property's modern interiors while Café Co. – the esteemed Japanese food & beverage operator behind the one Michelin-starred CRAFTALE in Tokyo – will develop and operate the hotel's restaurant, bar and lounge. A top-flight team of seasoned staffers from Palace Hotel Tokyo, the first Japanese-brand hotel to achieve the prestigious Forbes Five-Star rating, will guide the standards of service.

“We see an opportunity to really elevate expectations for service, accommodations and F&B in the upper reaches of the select-service category,” said Daisuke Yoshihara, president of Palace Hotel Co. Ltd. “We believe those critical aspects of the stay experience are what will emerge as key standouts to our guests, truly differentiating our brand from those already in the market.”

With Zentis' strong focus on design, the new property is a member of Design Hotels™ – a curated selection of independent hotels with a passion for genuine hospitality, cultural authenticity, thought-provoking design and architecture. “We are truly privileged to collaborate with Palace Hotel Management Company to bring Zentis to the Design Hotels™ community. I am certain that our trend-forward and design-conscious travelers will be inspired by this sophisticated lifestyle addition to our portfolio – and our first for Osaka,” said Jinou Park, Vice President of Asia Pacific.

An entirely new build, the 16-storey property's contemporary yet laid-back feel flows from a natural color palette of raw materials, including exposed brickwork and timber beams. A stone staircase anchors a lobby wrapped in floor-to-ceiling windows where a double-sided fireplace creates a focal point and connects an intimate lounge space with the landscaped green space that surrounds.

One floor above is the hotel's bar and main dining area as well as an airy lounge and outdoor terrace featuring lofty, 7-meter-tall ceilings. Also on the second floor is the hotel's fitness center – outfitted with Life Fitness equipment and accessible 24 hours.

Taking inspiration from the modular design and intuitive functionality of *bento* boxes, the 212 guestrooms feature the same fresh palettes that are found throughout the hotel. Polished wooden floors, muted tones and splashes of mustard as well as art on the walls commissioned from a local Japanese artist define spaces that make ingenious use of otherwise snug square footage.

At the helm of UPSTAIRZ – the hotel’s dining venue that is likely to emerge as a destination not only for guests, but also discerning locals – will be Executive Chef Shinya Otsuchihashi, who, after having honed his culinary skills over the last two decades in both Japan and France, will be closely overseeing the eatery’s concept and menus from his base at CRAFTALE.

The menu will draw from Otsuchihashi’s extensive background and incorporate seasonal ingredients sourced from the length of Japan, from Hokkaido scallops to premium Japanese beef. Breakfast and lunch service will feature à la carte options, with lunch selections including some popular Japanese comfort food as well as a prix-fixe presentation. For dinner service, the menu will feature both Japanese and French dishes – as the chef adds his own refined, personal touch to Osaka’s unique culinary culture.

Zentis Osaka is situated where the picturesque, riverside area of Dojimahama and the high-end business entertainment district of Kita-shinchi meet. Nakanoshima, an islet home to some of the city’s premium attractions – including the Osaka Science Museum and the National Museum of Art, Osaka – is a leisurely three-minute stroll from the hotel while Osaka Station, the city’s main rail hub, is a mere five-minute taxi ride away. The two major airports that service Japan’s third largest city – Kansai International Airport and Itami Airport (Osaka International Airport) – are located less than an hour’s drive away.

Zentis Osaka will be taking bookings for stays from 15 July onwards. Rates for its entry-level ‘Studio’ category will begin at JPY 18,300.

For reservation inquiries, please contact: reservations.osaka@zentishotels.com

Website: <https://zentishotels.com/en/osaka/>

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