HOTEL ST. GEORGE

Press Kit

INTRODUCTION

Helsinki is finally enjoying its well-deserved time in the spotlight. While its neighbors initially reaped the virtues of a now internationally-admired brand of Nordic cool, the Finnish capital has successfully stepped forward as one of Europe's most sophisticated, cosmopolitan hubs. The groundwork laid years ago has fully matured. Its modern airport serves as a seamless, world-class gateway between Europe and Asia; its vibrant dining landscape is anchored by exceptionally talented, award-winning chefs; and the local design industry continues to command global attention. At the very heart of this thriving city stands Hotel St. George. No longer just a newcomer, this 153-room masterpiece has cemented its status as a definitive Helsinki landmark—a timeless ode to holistic luxury, where art, well-being, and sensory experiences seamlessly come together.

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HOTEL St GEORGE

Opened in May 2018, Hotel St. George presents 143 guestrooms, five unique suites and five junior suites spread across a historic building located opposite the capital's Old Church Park. Rooted in this thriving neighborhood, the hotel is a re-imagination of the 'grand hotel' in the most contemporary sense and meets tomorrow's travellers with a seamless amalgamation of new luxury, and authentic, original experiences. The result is a property that brings together a number of national creatives from the realms of art, gastronomy and design with a concept and script that combines various touchpoints—from alchemy and science, to culture and enlightenment—for unforgettable stays defined by holistic wellbeing and contemporary design. A new icon has emerged.

Facts

Name: Hotel St. George
Address: Yrjönkatu 13c, Helsinki 00120, Finland
Rooms: 143
Suites: 10
Restaurants & Bars: Wintergarden & Garden Bar, Restaurant Boon Nam
Architecture & Design: Arkval Oy
Holding Company: Strawberry / Nordic Hotels & Resorts

NEIGHBORHOOD

Located at the crossroads of Yrjönkatu and Lönnrotinkatu, right next to the Old Church Park, Hotel St. George is situated in a quiet corner of central Helsinki and is ideally positioned for access to the city's main draws. As well as residing on the edge of the capital's self-styled Design District—filled with galleries, boutiques, museums and restaurants—the hotel is in close proximity to the city's Central Station, which offers both national and international links. Esplanadi and Mannerheimintie, two of Helsinki's most famous streets, popular with locals and visitors for their shopping and dining options, are a short walk from the hotel, as are the municipal ferry terminals of Market Square.

DESIGN & ARCHITECTURE

With the concept of transformation being a key component in the story of Hotel St. George, it is fitting that the hotel is carved from a former printing house that was one of the earliest designs of Finnish architect Onni Tarjanne and completed in 1890. Now, the seven-story Neo-Renaissance stone building—once home to the Finnish Literature Society—has been sympathetically reinvented and connected to an adjacent five-story Art Nouveau Rationalism building, also designed by Tarjanne. This modern reincarnation is characterised by elegant, light-filled spaces, accented with contemporary interiors and modern art for a metamorphic reawakening.

Reconstruction of both buildings commenced in 2015 under the creative direction of Mirkku Kullberg, with Finnish firm Arkval Oy fulfilling the role as architect for the property developer. A number of original details remain and have been carefully reconditioned, including the decorative tiling and balustrades in the connecting stairwell between the two buildings, and a series of gold statues on the edifice's facade. Elsewhere, numerous significant design features have been introduced, overseen by the local interior design office of Carola Rytsölä.

Spanning 10,000 square meters, the 153-room property fulfills a missive to challenge the idea of luxury, which tangibly manifests with a heightened consideration for wellbeing and sensory experiences. The hotel's Wintergarden, for example, has a uniquely theatrical atmosphere owing to the presence of jade plants, fig trees, a glass ceiling, and walls lined with a bespoke tapestry-like wallpaper designed by Klaus Haapaniemi, called Lightning In Tiger Woods.

The entire property is bound together by an impressive art collection curated by Kullberg, the driving force behind the property's aesthetic. The most prominent piece in this standout compilation is an awe-inspiring sculpture by Chinese artist Ai Weiwei, which takes center stage in the entrance gallery. The huge, floating polycephalic dragon, entitled Tianwu, is crafted from bamboo and clothed in white silk, and is the only piece of work by Ai Weiwei to be displayed in a public space. Its presence is suitably underwritten by a curated art program supported by Helsinki Art Museum and the National Gallery, which is presented in the form of over 300 pieces of art displayed throughout the hotel. These are framed by a palette of soft mint greens, pearl greys, and delicate browns, and appear alongside elegant furnishings that include pieces by Eero Saarinen and Nikari.

FOOD & BEVERAGE

Boon Nam 'born with good fortune'

Boon Nam brings vivid flavors elegantly from the land of smiles, Thailand, known for its vibrant cuisine, colorful and unique dishes. Thai cuisines quirks are a results of the country's varied climate, geography and culture. Boon Nam cherishes best parts of this cuisine and utilizes ancient cooking methods, creating a fresh and sophisticated experience.

Boon Nam and Hotel St. George both share holistic well-being values. Boon Nam complements Hotel St. Georges services, but operates as an independent restaurant and is owned by Tomi Björck, Serko Rantanen, Ronny Malmberg, Kevin Manu, Hoang Nguyen and Minka Björck.

This extremely experienced team wanted to unite their strengths and skills, then Boon Nam - a vidid and interesting restaurant was created. This result exudes love towards from scratch house made food, craftmanship and true passion towards Thai cuisine and it's unique flavours.

ST. GEORGE BAKERY

The ambience, high quality products and excellent service of St. George Bakery have made it one of Helsinki locals' favorite cafes.

Besides its popular sourdough bread, the bakery also offers a selection of sweet treats, such as irresistible cinnamon buns. All products are made from fresh and high-quality ingredients from the start. St. George Bakery also has vegan delicacies.

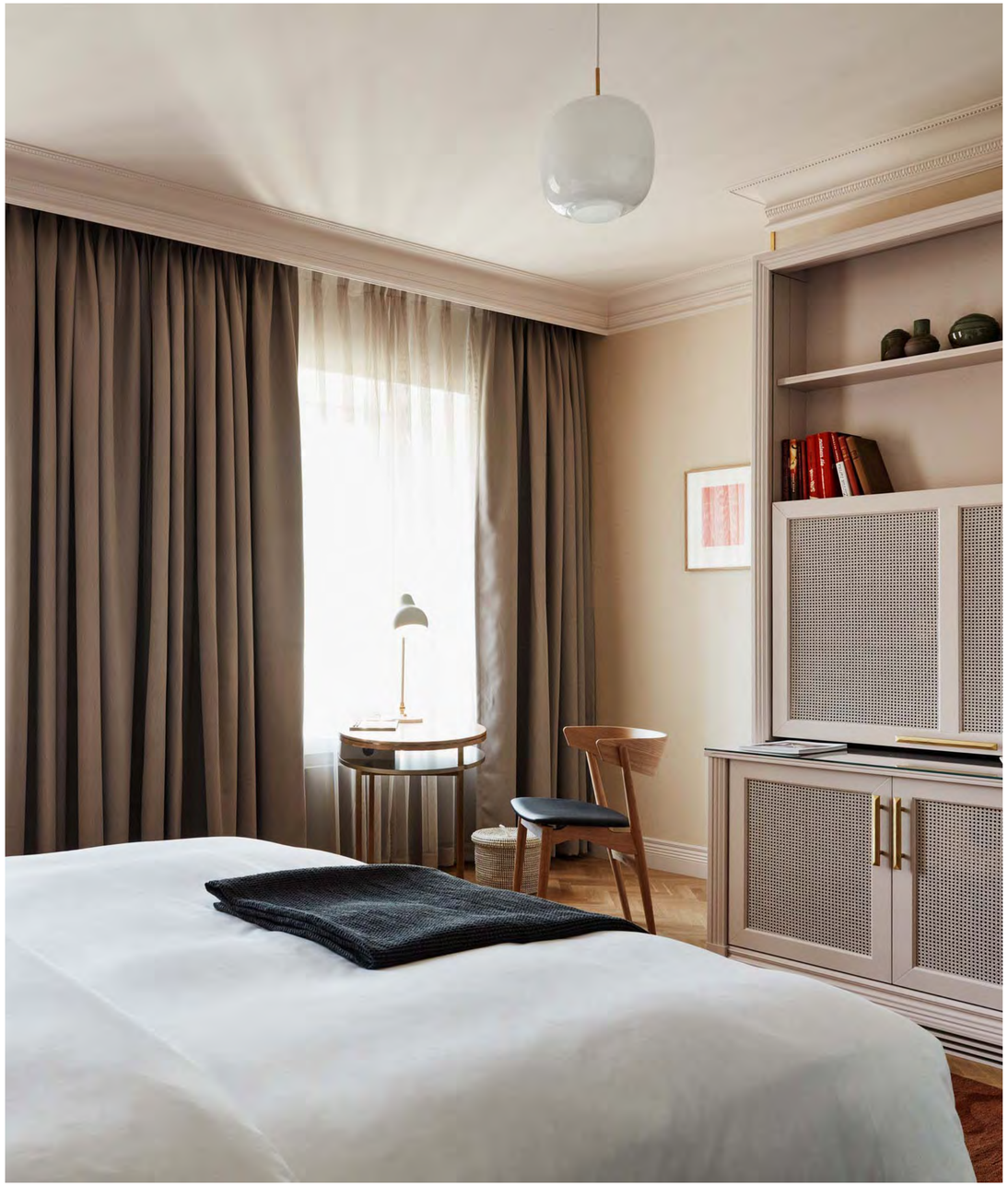
St. George Bakery offers enjoyable quality coffee and delicious lunch. Guests can also enjoy a glass of wine on the summer terrace in the scenery of Kirkkopuisto. In the cozy café, you can admire works by changing artists or delve into a book or the hotel's own print magazine, the St. George Journal.

WINTERGARDEN

The jewel in the crown is the Wintergarden, which sits underneath a glass-roofed inner courtyard that harks back to the great 18th-century interior gardens, and is flooded with natural light during Helsinki's precious summer months.

Theatrical and grand, the space is dominated by Finnish artist Pekka Jylhä's specially commissioned overhead sculpture, Learning to Fly, and hosts to a monthly changing schedule of events that sees the space adapt for dining, debate and wellbeing.

The Garden Bar, the cozy Nooks and the three distinct adjoining salons for private events and meetings complete this dramatic space, which embodies Hotel St. George's commitment to sensory experiences and art.



ROOMS

Home to a multifaceted array of accommodations, Hotel St. George offers 148 guestrooms across six categories that span 19 – 48 square meters, as well as five suites. Defined by a use of high quality materials, invisible technology and art, each room is optimised for matchless sleep experiences, encouraged by natural light and alternating pastel hues. This elegant palette also provides a fitting frame for furniture design classics from Vitra, Classicon, &tradition and Sibast, alongside Poulsen lighting fixtures and herringbone parquet flooring. Lithographs from Finnish abstract art pioneers, including Juhana Blomstedt, Ernst Mether Borgström and Lars-Gunnar Nordström, underscore each space and together these components culminate to create guestrooms that soothe and comfort, in keeping with Hotel St. George's dedication to wellbeing.

The hotel's five suites—St. George, Finlandia, Poetry, Coupole and Church Park—are uniquely connected to the history of Helsinki and the building itself, with each space paying tribute to the location's past and present. The Finlandia Suite, for example, honors Finland's 2017 centenary, while the sixth-floor Coupole Suite's tower and accompanying rooftop reveal some of the most significant parts of the building's architecture. Shaping the hotel's holistic wellbeing approach and linking all accommodations is the incorporation of the Hintsa Performance concept, a holistic philosophy developed by doctor and coach Aki Hintsa that is focused on building balanced lifestyles, with exercise programmes available in all rooms.

Rooms

17 x Cozy Studio
73 x Serenity Studio
16 x Companion Twin
6 x Sky Attic Studio
26 x Atelier
5 x Atelier with Balcony

Suites

1 x St. George Suite
1 x Finlandia Suite
1 x Poetry Suite
1 x Coupole Suite
1 x Church Park Suite
5 x Atelier Balcony Junior Suite

Connecting Rooms: 10
Beds: DUX
Furniture: Vitra and e15
Lighting: Louis Poulson

Amenities: L:A Bruket
Sinks & taps: Villeroy & Boch, Gessi
Technology: TV, casting system, wifi

SPA

Capitalising on Finland's renowned respect for wellness, the St. George Care spa brings together fitness, massages, and treatments in a way that equally pays homage to the country's philosophies and resources and follows the hotel's overall concept of holistic wellbeing. For example, Finland's drinking water, deemed the cleanest in the world, takes prominence in many of the services offered, with pure arctic spring water featuring in the spa's facials, while luxury skincare brand Omorovicza, based on the healing powers and wisdom of nature, is exclusively used at the spa.

St. George Care's programmes for exercise, massage, and treatments are tailor-made with care to help guests live better, whether they need help recovering from the effects of travel or dealing with the Finnish seasons. Our spa is an urban retreat, a tranquil and soothing sanctuary that instills a sense of equilibrium. This philosophy has also informed the spa's design which is characterised by a palette of slate greys and shimmering whites, mosaiced tiling and natural materials.

One traditional sauna and one steam room nod to the country's famed sauna culture. A gym, swimming pool, a cold plunge pool, and a relaxation area complete the spa to nurture the mind, body and soul.

Facts

Fitness Area: 61 sqm
Spa: 454 sqm
Spa: Sauna, steam room, cold water plunge pool, swimming pool, treatment rooms
Gym: Treadmill, rowing machine, exercise cycle, multi-rack, bench, lifting bars, dumbbells, kettlebells, gymnastic rings and much more functional training equipment
Location: Street level

SUSTAINABILITY

For us at Hotel St. George, responsible business means actions in our daily lives for the benefit of the people, the environment and the economy. It lays the foundation for our values and for comprehensive well-being. It is a journey that is never completed, but requires constant development, commitment and action. Hotel St. George got the Nordic Swan ecolabel in 2025. This is some of the world's leading sustainability certificates and to maintain it the hotel must meet Nordic Swan's rigorous requirements. These include, for example, planned environmental management in the company, saving water and energy and monitoring consumption, and commitment to responsible business operations.

LOCATION

Modern, easy to walk, and enchanting, Helsinki is known for its design, technology, architecture wonders, cool boutiques, delightful restaurants, and beguiling bars, as well as its easy access to Stockholm, Tallinn and Copenhagen. Its unique character comes from its bridging role between East and West and from its close proximity to the sea. Not to be missed are the main railway station (a majestic early 20th-century creation in the National Romantic style) and The National Theater (an Art Nouveau masterpiece by architect Onni Tarjanne). Indeed, fans of Art Nouveau will want to be sure to stroll the city's Katajanokka, Kruunuhaka and Eira neighborhoods.

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