

FOR IMMEDIATE RELEASE

edyn acquires Cambridge location for expansion of Locke brand

- New location is part of phase one of the University of Cambridge's development of Eddington ·
- Cambridge follows acquisition of a prime site in Munich as edyn accelerates the international expansion of its Locke brand ·



24 February 2020, London: edyn has today announced the acquisition of a site that is part of the University of Cambridge's development of Eddington, which will become the latest location for its boutique aparthotel brand, Locke.

The 18,814 sqm development, which is due to open in the summer 2021, will become the eleventh Locke in Europe (based on its existing pipeline), continuing the rapid expansion of the brand since its first opening, Leman Locke, in 2016.

The aparthotel, which was designed by Sterling Prize-winning architects dRMM, will comprise 180 keys, with studio to one and two bedroom apartments, a restaurant, cocktail bar, coffee shop, retail space, co-working facilities, meeting rooms and an event space.

The site is part of the first phase of the University of Cambridge's development of Eddington, serving as a focal point for the new community. The mixed-use destination will include 3,000 new residential units, retail facilities, a doctor's surgery, community and performance arts centre, sports pitches, parklands, a school and student accommodation, as well as academic and research facilities.

Stephen McCall, CEO of edyn, said: "Eddington will become a thriving destination which will compliment Cambridge's rich and diverse community with its tradition of curiosity and discovery.



We will position Locke in the centre of that ecosystem of commerce, learning, innovation and community. We are excited to be investing in this important destination, one of the biggest centres for knowledge in the world.”

Furthermore, also in the Eddington development, and co-habiting with Locke, edyn has entered into an agreement to develop and operate the first Hyatt Centric Hotel in the UK. The 150-room Hyatt Centric Cambridge is expected to open in 2021.

Cambridge is the latest addition to the Locke pipeline and follows another acquisition of a site under development in Munich, which will open in the Autumn this year. Munich will be edyn’s largest Locke to date, standing at 360 keys as well as five food and beverage outlets.

Eric Jafari, Chief Development Officer and Creative Director at edyn, said: “Our recent acquisitions in Cambridge and Munich are aligned with our plans for expansion of the Locke brand across the UK and Europe. We look forward to continuing this momentum as we receive strong demand for our pioneering approach to hospitality.”

edyn is targeting gateway cities across Europe as part of its expansion plans, with six Locke openings confirmed for 2020 including three sites in London, two in Dublin and one in Munich. A number of acquisitions sustain its active pipeline, for example with sites planned in Berlin and London (opening 2021), Lisbon (opening 2022) and Copenhagen (opening 2023).

-ENDS-

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NOTES TO EDITORS:



ABOUT EDYN

edyn has been an industry pioneer in extended stay living for over 20 years. The group has built a range of lifestyle aparthotels and extended stay apartments across four brands including Locke, SACO, The Wittenberg and The Moorgate.

edyn is founded on the philosophy that travel should be a rich journey of discovery, rewarding curiosity with knowledge and inspiration. Its purpose is to engage and inspire with distinctively designed hotels, firmly rooted in the local neighbourhood, offering vibrant experiences and connections which nourish and enliven the soul.

ABOUT LOCKE HOTELS

Locke aims to engage with a new tribe of traveller that have an expectation for personal awakening, creativity and the opportunity to forge spontaneous connections with like-minded travellers and locals. Celebrating the character and social fabric of each location, Locke creates a destination that inspires and connects through beautiful, mindful design and meaningful human connection.

Locke at Broken Wharf is Locke Hotels' latest property and the fourth destination of its kind in the UK, following on from its predecessors, Leman Locke, located in London's Aldgate (opened in 2016), Eden Locke in Edinburgh's city centre (opened in 2017), Whitworth Locke in Manchester (opened in 2018) and Locke at Broken Wharf (opened 2 March 2020).

For more information, please visit: www.lockeliving.com