

# NEIGHBOURHOOD TOOLKIT

Hello, welcome to our neighbourhood!

Yes, you're amongst the hustle of Brussels' city-centre. Hotel Indigo Brussels-City is nestled between historic landmarks, corporate offices, and great restaurants and bars – everything that makes a city bustling and exciting. But we believe that it's also important to take some time for yourself among its pockets of greenery... Brussels' very own Botanic Garden / Jardin Botanique, and our very own neighbour!

As Victor Hugo once said: "Bruxelles possède deux merveilles uniques au monde: la Grand'Place et le panorama du Jardin Botanique" (Brussels possesses two wonders unique in the world: the Grand'Place and the panorama of the Jardin Botanique), and we couldn't agree more! Here are some fun facts about our neighbourhood and what inspired Hotel Indigo Brussels-City to become the beautiful place that it is:



## A little story

The wallpaper in our bathrooms is custom-made for the hotel. The design represents the rotunda and coupola of the 'orangerie' which was built between 1826 and 1829, by architect Pierre-François Gineste (the street name). This wallpaper is extremely durable and sustainable. The person who developed this wallpaper actually covered the bottom of his boat with this material years ago to show how strong, resistant and durable it is. And the boat is still going strong.



## Authentic experience

- o All indigo hotels are uniquely inspired by their very own neighbourhoods!
- o We like to share these stories with our guests, to spark curiosity, encourage local discovery and offer a truly memorable experience!

## Bringing the outdoors inside

- o Our hotel has 3 different themes – tropical, herbal and floral – which are reflected everywhere, from the smallest interior details to the walls of our rooms.
- o These 3 categories are historically the three categories of plants that you can find in a botanical garden.
- o Our lift landings are 'cabinets of curiosity, and we hear birds chirping on every floor to arouse both senses and transport you to the world of the botanical gardens.
- o Our green walls on the exterior stand out and have their own voice in an urban jungle of steel and glass (place Rogier) – we bring "vegetalisation".



## • *Party & Event*

o The Botanic Gardens opened in 1829 with an epic three-day party and have been intimately entwined with the local area ever since. In fact, they still do great events and concerts all year long.

o Springtime festival: Brussels has many springtime festivals every year. Le Bota has its own Nuits Botanique festival in springtime. During this 12-day celebration, performers take over every available space and happy locals perch on the steps overlooking the garden, sipping exquisite local beers.



## • *Meeting of science & Culture*

o The old herbarium in which so many scientific studies were conducted is now a cafeteria and the former pavilions are gallery spaces, and it also has its cinema, library and bar.

o Just next to us is the European Commission headquarters for research and innovation, Some of the world's brightest minds pass through here each day



## • *Diversity & Inclusion*

o Wherever you go in this neighbourhood you'll find a refreshing openness, a delightful diversity of cultures and influences – 183 Nationalities are represented and 90 languages spoken in a population of just over a million

o Here too, we embrace diversity, individuality and uniqueness, within our team as well as our guests!

o We have collaborated with TADA, a non-profit association TADA which involves citizens and the business world in the emancipation and inclusion of young people from socially vulnerable backgrounds







## • ***Famous Belgian cherry-flavoured beer***

- o Our neighbourhood is also the birthplace of Kriek lambic
- o Historically, farmers on one side of the hill on which the Bota sits were able to grow fantastic wheat because their fields were in the sun and blessed with highly fertile soil, which led to the creation of lambic wheat beer
- o In Schaerbeek, on the shady side of the hill, farmers grew sour Morello cherries: mix the two together and leave them to referment and you have a Kriek lambic, an iconic cherry-flavoured brew which is enjoyed across the city and the whole world



## • ***Sustainability at our core***

- o What is good for the planet, is good for us. This is what we use local and seasonal ingredients only at SERRA.
- o We work with local suppliers, not only for reducing our ecological footprint, but also to promote local business and economy.
- o A lot of our furniture and decorations is upcycled by our interior designer Will Erens.



When we opened we had a plethora of over 300 plants, to reflect the greenery of the Botanical Garden, and we are in fact the only hotel with a full time gardener on the payroll. Don't hesitate to say hello to him if you see him around.

The name of our ground floor is a mixture of SERRE (greenhouse) and TERRA (earth). We imitate the interior of a greenhouse by using glass and iron structures to separate spaces (in UP).

The lamps in our rooms resemble a bird cage, and in every room there's a little bird hidden – a bird that flew outside of its cage!

The big screen is a very popular photo spot in the hotel. But it's got a bigger role than just serving as a beautiful backdrop. We want to raise awareness subconsciously that the earth is beautiful and that we all can do something to preserve it. These pictures that are made by nature photographers from all over the world, that have travelled all over the world.

Each Indigo hotel has its own symbol. Ours is the terrarium! In fact, we have Terrarium workshops every alternate Wednesdays with our very own gardener, Patrick.