NED'S *club*

WASHINGTON DC



Welcome

Seven years after launching The Ned London, we are proud to be opening a Ned's Club in the US capital. We're excited to be here.

Consider this booklet your guide to the London, New York, Doha and DC buildings, their neighbourhoods and Ned's Club membership. We look forward to seeing you soon.

Gareth Banner
GROUP MANAGING DIRECTOR

FOR GENERAL MEMBERSHIP ENQUIRIES,
PLEASE EMAIL US ON **MEMBERSHIP@THENED.COM**

How it all began

In the 1920s the Midland Bank was one of the largest and most powerful in the world. To celebrate its achievements, the bank wanted a new London headquarters – a building that would stand out from the straight-laced Victorian architecture of The City.

There was only one person to turn to: Sir Edwin Landseer Lutyens, known to friends and family as 'Ned.' Lutyens, who was an architect for the rich and famous, spent the next four years drafting a vast 29,450sqm Grade-I listed building, designed to convey the impression of dependability and security demanded by a bank.

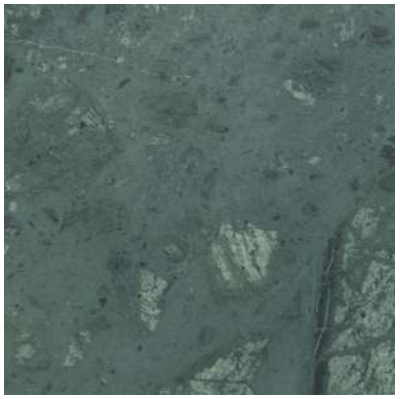
The Midland Bank was later bought by HSBC, which remained in the building until 2007 when it relocated to a new head office in Canary Wharf. Five years later, in 2012, Ron Burkle fell in love with the space and saw an opportunity to create a new approach to hospitality. He set about transforming the building into The Ned.

The opening of The Ned in 2017 was one of London's most ambitious hotel launches in recent decades, with a team working tirelessly for five years to repurpose the iconic building and make it relevant once again. Today the property has 250 bedrooms, 10 restaurants, 12 bars, a range of men's and women's grooming services and 'Ned's Club', where members have access to a rooftop pool, a state-of-the-art gym, spa, hammam and late-night lounge bar created in the bank's original vault.





American cut velvet, *used as upholstery in The Nickel Bar*



Italian veria marble *lines Ned's Club Spa's swimming pool*



Italian jacquard, *used as drapery in Medium bedrooms*



Italian embossed leather *clads the bar at Cecconi's*



Italian Portoro Pink stone *forms counter tops at The Nickel Bar*



English embroidered jacquard, *used on headboards in Cosy bedrooms*

Design philosophy

The faded glamour of a 1930s transatlantic ocean liner was the starting point for the interior design of The Ned London.

The Ned's designers trawled the bank's archives to find out what the building looked like in its 1930s heyday and were inspired by the great ships of that era, including *The Normandie*, as well as the Art Deco grandeur of long-distance passenger train, the *Orient Express*.

The team created a wide range of furniture based on designs from the period. Many of the timber pieces, including the desks and cabinets, were inspired by furniture from the original building, while bedrooms were finished with decorative upholstery styles from the late 1920s and early 1930s.

Brass and mahogany furniture, chandeliers and richly patterned furnishings decorate The Ned's bedrooms, with vintage pieces, hand-knotted rugs and rainforest showers in every bathroom.











LONDON, UK

The Ned London

Situated at 27 Poultry, opposite the Bank of England, The Ned is an architectural wonder that inspired Burkle the first time he stepped inside.

The Grade-I listing protects the interior and exterior of the building and all internal wood panelling, and the design team worked tirelessly to uphold this. All the existing offices were carefully repurposed into 250 bedrooms, with their adjoining secretaries' offices as bathrooms.

The listed status also provided challenges when it came to the ground floor. When Lutyens designed the bank, he installed 92 verdite marble columns and hundreds of walnut-panelled counters for the bank clerks. Reconfiguring the space to fit eight restaurants was no mean feat, but the bustle of the old bank's reception area has been preserved and now more than 850 people can eat on the ground floor.

The original bank vault, in the belly of the building, is dominated by the bank's original stainless-steel safety deposit boxes and its two-metre-wide door, which both remain key features. The Vault once stored gold bullion deposits of £335 million – around £15 billion in today's money. The jaw-dropping drama of the space is enhanced by its new life as a plush club space that is now used by members day and night.

The Neighbourhood

The Ned London's central City location puts museums, markets and galleries a stroll from the front door

1 Guildhall Art Gallery
Home to the City of London's art collection, dating from 1670 | 3-min walk

2 Leadenhall Market
Ornate Victorian food market now a thriving retail space | 5-min walk

3 St Paul's Cathedral
The Bishop of London's Sir Christopher Wren-designed seat | 7-min walk

4 The Monument
Commemorating the Great Fire of London with 360-degree views | 8-min walk

5 Museum of London
A potted London history spanning the Roman Empire to present day | 12-min walk

6 Barbican Centre
Europe's largest performing arts centre for concerts, theatre and film | 13-min walk

7 Tower of London
A castle with a bloody past, now home to the Crown Jewels | 13-min walk

8 Borough Market
London's oldest indoor food market peddling the best of British produce | 14-min walk

9 Smithfield Market
An 800-year-old wholesale meat and poultry market | 16-min walk

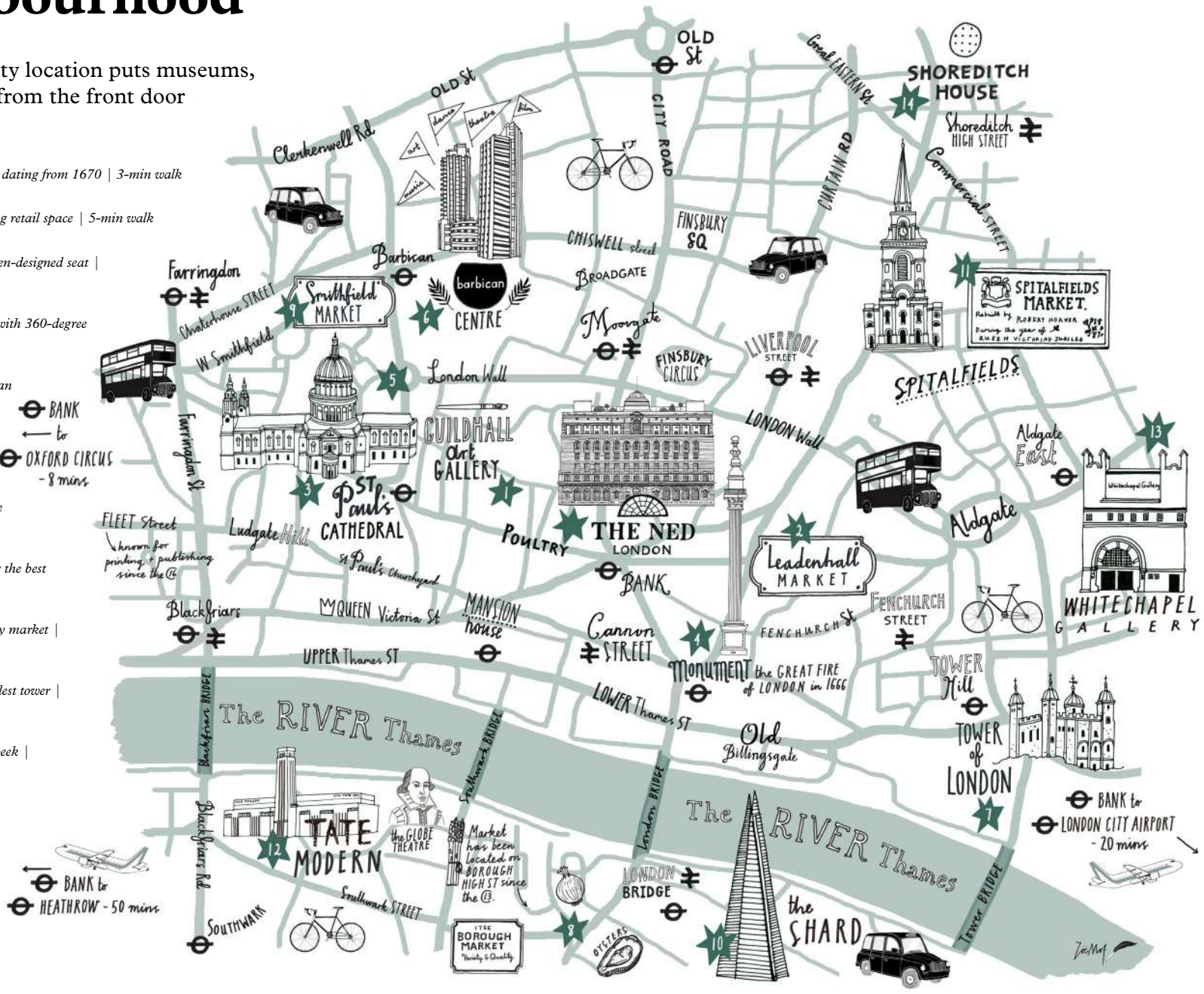
10 The Shard
See London and environs from the UK's tallest tower | 18-min walk

11 Old Spitalfields Market
Shops, events and food, open seven days a week | 19-min walk

12 Tate Modern
Seven storeys of international modern art | 19-min walk

13 Whitechapel Gallery
Offbeat space showing work from modern and contemporary masters | 21-min walk

14 Shoreditch House
A private members' club with bedrooms in a former warehouse | 23-min walk













NEW YORK CITY, USA

The Ned NoMad

Built in 1903 as a store and office, The Johnston Building, named after the original owner, Caroline A. Johnston, was previously the NoMad Hotel in Manhattan.

Reimagined by the Soho House Design team and inspired by the existing Beaux-Arts style The Ned NoMad opened in 2022 including 167 bedrooms, each channelling 1920s design and a Cecconi's restaurant serving classic Italian dishes.

The Ned NoMad is also home to 'Ned's Club' - a private members' club which gives access to a rooftop bar and terrace restaurant, The Dining Room restaurant, intimate events space The Magic Room and Little Ned bar and restaurant.

The Ned NoMad's art collection is on display throughout the property, comprising of over 150 works and curated by Soho House Head of Collections Kate Bryan. The curatorial premise is 'A Different Century'; inspired by the building's history and the original female owner.

The Neighbourhood

Sitting on the corner of Broadway and 28th Street, with views of the Empire State Building, The Ned NoMad's central location puts New York's popular landmarks, galleries and parks a stroll from the front door.

1 Madison Square Park
A six point two acre green space at the heart of city, that has been public land since 1686 | 2-min walk

2 Souk
A contemporary yoga studio designed to create connections | 2-min walk

3 Empire State Building
One of the first and most iconic skyscrapers - a symbol of New York City | 8-min walk

4 Dover Street Market
A multi-level retail space and concept store developed by Rei Kawakubo and her husband, COMME DES GARÇONS president Adrian Joffe | 8-min walk

5 Madison Square Garden
The entertainment and sports arena is the home of the New York Knicks and Rangers | 10-min walk

6 New York Penn Station
Considered the most-used station in the Western Hemisphere and an architectural masterpiece of the Beaux-Arts style | 10-min walk

7 Union Square
A park with a year-round busting food and flower market, located where the East Village, Flatiron, and Gramercy meet | 15-min walk

8 Bryant Park
Known as Manhattan's Town Square, the park is famous for its lush seasonal gardens | 15-min walk

9 The High Line
Formerly as historic freight rail line, this elevated public walk-way incorporates nature, art, and design | 20-min walk

10 Gagosian
A contemporary art gallery owned and directed by Larry Gagosian | 25-min walk

11 Hudson Yards
Situated in Manhattan's New West Side



12 Chelsea Market
A lively indoor marketplace selling the best of New York produce | 25-min walk

13 Soho Home Studio
An interiors and design space based in Manhattan's Meat-packing District | 30-min walk

14 Chelsea Piers
Located on the Hudson River, find instructional programs and sports leagues, a fitness club and dedicated event spaces | 23-min walk











DOHA, QATAR

The Ned Doha

Located in the former Ministry of the Interior building, The Ned Doha sits on the Corniche waterfront, with views over the Arabian Gulf, city parklands and the neighbouring Doha Palace.

Originally designed in the 1970s by Lebanese architect William Sednaoui, the unique brutalist style building has been redesigned by David Chipperfield Architects Berlin with interiors by Soho House Design. The Ned Doha offers seven restaurants, 90 bedrooms, event spaces, and Ned's Club, a private member's club that gives access to spaces including a rooftop terrace, a health club with spa, gym and 30m outdoor pool.

Much like The Ned London, each of the properties' restaurants has their own distinct identity, with menus refreshed regularly according to season and serving food from around the world.

The Neighbourhood

The Ned Doha sits in an unrivalled location along the Corniche waterfront, with the Doha Royal Palace, Souq Waqif, and museums a stroll from the front door.

1 National Museum of Qatar
Experience Qatar's past, present & future with its interconnected galleries featuring the rich heritage and culture of the country | 7-min walk

2 Pearl Monument
Designed like a shell with a pearl inside, Pearl Monument sits at the entrance of Dhow Harbor. It is one of the most photographed icons in the city. | 5-min drive

3 Amiri Diwan
The Amiri Diwan is the seat of the ruler of the State of Qatar, It acts as nexus between His Highness and all government and non-government bodies | 2-min drive

4 Souq Waqif
Souqs remain an important part of daily life in Qatar. It's mazelike alleys contain all sorts of Middle Eastern merchandise, from dates, honey, spices and seasonal delicacies to perfumes, jewellery, textiles, clothing, pets, handicrafts and souvenir bargains | 4-min drive

5 M7 Qatar Museum
Situated in Msheireb, M7 is Qatar's epicentre for innovation and entrepeneurship in design, fashion and tech | 4-min drive

6 Al Bidda Park
Stretching along the coastline of Doha and resplendent with lush greenery, Al Bidda Park is the ideal place to indulge in fun sports and activities | 4-min drive

7 Umbrella Park
A garden decorated with colourful umbrellas, and it is one of the tourist landmarks in the city | 7-min drive

8 Museum of Illusions
Explore the world of illusions and enjoy and intriguing visual, sensory and educational experience | 10-min drive

9 Katara Plaza
Located in Doha's Katara Cultural Village, Katara Plaza has a wide range of high-end retail outlets, including a Galleries Lafayette department store, a dedicated children's mall and a spa | 13-min drive

10 Museum of Islamic Arts
The museum hosts a variety of culutural activities throughout the year, including performances by the Qatar Philharmonic Orchestra, film screenings and art and calligraphy classes for the community | 7-min drive

11 Katara Cultural Village
Located at the point where the Middle East meets Asia, Katara is a self-styled cultural village with a staggering array of cultural venues, including museums, galleries and public arts | 13-min drive





NED'S club

WASHINGTON DC

The Building Washington DC

Ned's Club Washington DC is a members' club set over **three** floors of a neoclassical style building situated within President's Park at 734 15th Street NW.

The Riggs Building sits opposite the US Treasury and was constructed in 1930. The 12-storey building is located around the corner from the White House and sits above the Milken Center for Advancing the American Dream, formerly the historic Riggs Bank Corcoran branch.

The Club has a Rooftop Terrace and Loft Restaurant with views overlooking the White House, US Treasury and Washington Monument, plus a Founder's Dining Room, The Library, Drawing Room, Gallery and Conservatory. On level nine, there is a self-contained floor of private event spaces.



Floor 9: Events Space



Floor 10: The Library



Floor 10: Gallery (Restaurant)



Floor 10: Drawing Room



Floor 10: Founder's Dining Room



Floor 12: Loft Restaurant



Floor 12: Cocktail Bar



Rooftop Terrace



The Neighbourhood

Ned's Club DC's central location is situated within President's Park, opposite the White House with Dupont Circle on the doorstep

1 National Museum of African American History
A significant recent opening, designed by David Adjaye | 13-minute walk

2 Holocaust Memorial Museum
A living memorial to the Holocaust | 20-minute walk

3 Dupont Circle
Eclectic district with coffee shops, bookstores, dive bars and nightclubs | 22-minute walk

4 The Phillips Collection
America's first museum of modern art, dating from 1921 | 27-minute walk

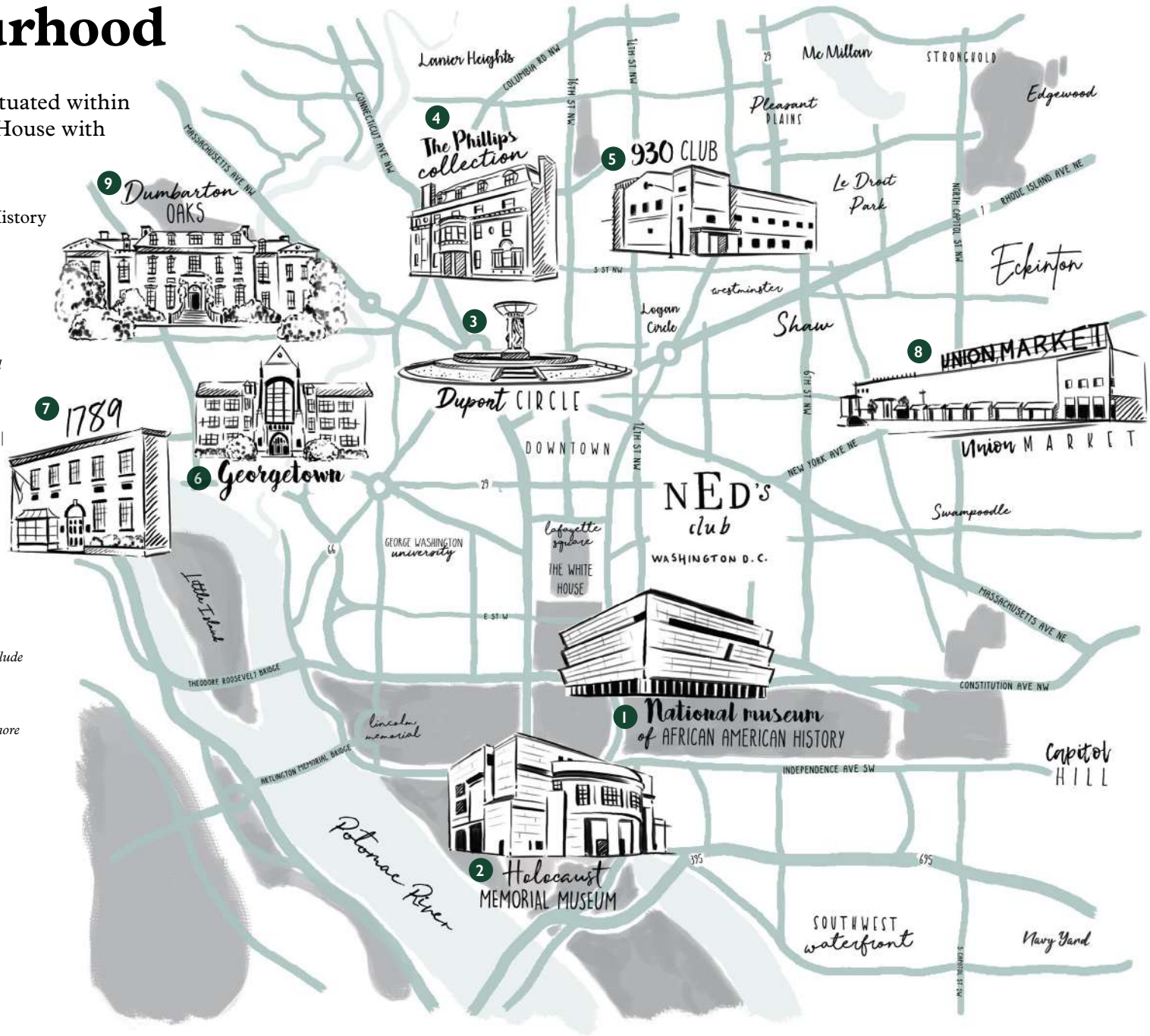
5 930 Club
The best live music venue in the city, according to Rolling Stone *magazine | 36-minute walk*

6 Georgetown
A historic neighbourhood filled with shops and restaurants leading to the canal | 44-minute walk

7 1789
An iconic Georgetown restaurant recently renovated to include a new bar | 46-minute walk

8 Union Market
A food market with outdoor seating selling produce from more than 40 local vendors | 49 minute walk

9 Dumbarton Oaks
Beautiful gardens with a Harvard University research institute, library, museum and garden | 50-minute walk



OPENING WINTER 2024

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734 15TH ST NW, WASHINGTON DC 20005

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