

TRAVEL AND HOSPITALITY

Four Seasons to stage “underground playground” in London

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Four Seasons' Pop Down is coming to London. Image courtesy of Four Seasons

By STAFF REPORTS

Hospitality group Four Seasons Hotels and Resorts is taking its Pop Down concept to London with a temporary concept centered on a playful theme.

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From Oct. 3 to 4, Four Seasons will take over Camden Town's Hawley Wharf Basement with cinematic and culinary experiences. This London event follows other Pop Downs that have taken place in Hong Kong, Philadelphia, Miami and Toronto, as Four Seasons looks to engage consumers beyond its properties.

Popping to London

The London Pop Down will open on Oct. 3 with an invite-only party featuring a DJ and culinary experiences. Guests will be able to take in bites and drinks from 15 Four Seasons mixologists and chefs, who have created a menu inspired by their own childhood memories.

Included among the chefs are Anne-Sophie Pic, who was the first woman to earn three Michelin stars, and Alan Taudon and Simone Zanoni from Four Seasons Hotel George V in Paris. Four Seasons is also introducing Erik Anderson and Dani Garcia, who are helming restaurants at upcoming properties in California's Napa Valley and Madrid.



Chef Simone Zanoni previously participated in the Pop Down in Hong Kong. Image courtesy of Four Seasons

Mixologists include Ivan Arena from the local Four Seasons Hotel London at Park Lane and Valentino Longo of Le Sirenuse Champagne Bar at Four Seasons Hotel at The Surf Club, which recently earned the bragging rights of best bar in the world from the Virtuoso travel network.

Keeping to the nostalgic theme, the event will continue the following night with a screening of the movie “Big.” The 1980s classic stars Tom Hanks as a kid who gets his wish about growing up.

Moviegoers will get to enjoy drinks and snacks from Four Seasons’ culinary talents.

Four Seasons is offering a limited number of tickets to the free screening starting on Sept. 21.

"The heart and soul of Four Seasons is found in our people, whose unlimited creativity and generous spirit goes far beyond the walls of our hotels and resorts," said Christian Clerc, president, worldwide hotel operations, in a statement. "Pop Down – always somewhere unexpected, always full of surprises – connects Four Seasons with new people in new places in a deeply immersive way showcasing the very best of the brand."

This marks the fifth Pop Down in the series, which strives to surprise consumers with new experiences.

Four Seasons hosted the third event on a superyacht in Miami for an added wow-factor in luxury travel. Superyacht KISMET housed the experience for one night only last December ([see story](#)).

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