

Radisson Blu Edwardian London, Heathrow Hotel unveils 'Brain Box' Room

Leading meeting facility has been designed with the latest technology designed to boost creative thinking



LONDON, 7th February 2017: This month, the Radisson Blu Edwardian London, Heathrow hotel, owned and managed by Edwardian Hotels London, launches its 'Brain Box' room. The new facility provides an innovative meeting space designed to encourage and inspire guests' working efficiency and creative thinking using clever design and technology.

The breakout room caters to all kinds of creative minds - combining simple creative solutions such as flexible furniture layouts and Squiggle glass, allowing you to write ideas on walls; clever technology such as Barco Click, the USB connected button allowing you to share your screen in one click, and Samsung 65inch touch screens. This unique offer provides an ideal environment for flexible working, brain storm sessions and more traditional meetings.

The features and design of the room are based on the growing trend for environments that encourage innovative ideas. According to recent research, 65% of people feel that environments designed to enhance thinking have a positive impact on the performance of



their organisation. In addition, 95% found that these spaces consistently provide better ideas, solutions and decisions, productive working relationships and produce a positive impact on performance indicators or organisations.¹

Simon Wong, General Manager, Radisson Blu Edwardian Heathrow, said: “The Radisson Blu Heathrow has always prided itself on providing excellent meeting space near the UK’s largest travel hub, making it a convenient choice for international visitors as well as domestic. However, now we’re able to build on that experience and offer a unique and exciting space with the latest technology to become a catalyst in creative thinking and work.”

The space utilises multiple forms of interaction, including VGA and HDMI cables for presentations, as well as Microsoft Skype Business applications and Freeview TV, Sony PlayStation, Xbox and Blu Ray, the combination of which allows for meetings to be more efficient, engaging and spontaneous.

Based on the famous quote from Albert Einstein, ‘we cannot solve our problems with the same thinking we used when we created them’, the space can be modified from a standard meeting set-up to a creative environment depending on individual needs.

Edwardian Hotels London has previously been announced as the first hospitality group to partner with Imperial College London’s Business School.

Bruno Cotta, Director of Imperial’s new Enterprise Lab and Visiting Fellow at the School, commented: “Having a variety of technology diversifies not only the way people communicate with each other, but also the way they communicate with those not present. It is good to see not only the next generation of work related technology incorporated into this space, but also the consumer platforms. It often helps that users see familiar tech from the home environment, to break down barriers and encourage more relaxed, original thinking. We use a similar approach at the Enterprise Lab, where staff, students and visitors can engage with personalised technology such as Amazon’s Echo, but also state-of-the-art and life-size touch screen displays that get them out of their chairs and thinking on their feet.”

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For more information please contact: EHLMedia@edelman.com

NOTES TO EDITORS

¹ ‘A study of whether, and how meetings held in a Thinking Environment impact organisational life’, Emily Havers (2008)



Edwardian Hotels London

Edwardian Hotels London is a privately-owned hotel group, which has been owning, operating, and developing an upscale and luxury hotel and hospitality portfolio since Jasminder Singh OBE began his career within the hospitality industry in 1977 – forming the beginnings of what would become Edwardian Hotels London. Today, Edwardian Hotels London owns and operates eleven Radisson Blu Edwardian London hotels in London and central Manchester, The May Fair Hotel and a collection of restaurant and bar brands including the [May Fair Kitchen](#), [Monmouth Kitchen](#) and [May Fair Bar](#), and is currently engaged in a major development in Leicester Square incorporating a luxury lifestyle hotel, restaurants, bars, spa and cinemas.

For more information visit our website at www.edwardian.com

Join us on [Facebook](#), [YouTube](#) and Twitter [@TheMayFairHotel](#); our latest news can also be found at www.themayfairhotel.co.uk/blog

About Radisson Blu Edwardian, London

Radisson Blu Edwardian London is a collection of luxury hotels in central London, as well as Heathrow and Manchester. The design of each hotel draws upon its own individual heritage and location. All 13 properties are united in offering guests a surprisingly cosmopolitan experience, with friendly, unpretentious service, luxurious bedrooms and facilities, cutting edge technology and outstanding food and drink.

Radisson Blu Edwardian London hotels are owned and managed by independent hospitality group Edwardian Hotels London, one of the UK's largest, privately-owned companies which has been developing luxury hotel and hospitality brands since 1977.

'A study of whether, and how meetings held in a Thinking Environment impact organisational life'

This research was undertaken by Emily Havers in 2008 as part of an MSc in Coaching and Development with the University of Portsmouth. In producing this précis, prominence has been given to the results of primary research performed for the study and the subsequent discussion of these results in the context within which the study was performed. This study took an interpretivist approach, to an inductively based study of the Thinking Environment. It explored the impact of Thinking Environment meetings on organisations, through the interpretations and meanings given to the experiences of participants in the study. The



study used a cross-sectional, single group design by collecting data from fifteen semi-structured interviews, with people who had experienced Thinking Environment meetings. Participants represented eleven organisations spanning three continents:

- Vice President, Major Pharmaceutical Research Organisation
- Managing Director, Major Short-term Insurance Broking Company
- Organisational Development Consultant, Consumer Goods
- Regional Teenage Pregnancy Coordinator, Public Health
- Head of Business Change, Financial Services
- Chair, NHS Trust
- UK Sales Director, Leading Medical Device Supplier
- Provincial Director, Financial Services
- Chair, Board of Trustees, Third Sector National Organisation
- General Manager, Healthcare
- Leadership Development Manager, Consumer Goods
- HR Director, Energy
- CEO, Training provider for Attorneys and Financial Planners
- Primary School Head Teacher
- Strategic People Resourcing Manager, Consumer Goods