



# et cetera at $b^2$

Where's the gym? What's on room service? Can I send a fax? I've forgotten my tooth-paste. I need a gift for the kids. How do I get on to the broadband? Flowers...I should really send some flowers. What time do I have to check-out? What does et cetera mean?



et cetera at **b<sup>2</sup>**


Whatever you've forgotten, dial: 0 for b<sup>2</sup>  
Reception, and we'll do our best to help.  
We've got toiletries, irons and ironing  
boards, paper clips et cetera.

The background of the entire image is a hypnotic, wavy pattern in shades of purple and olive green. The waves are vertical and flow from top to bottom, creating a sense of movement and depth. In the top left corner, there is a small black circle, possibly a punch hole or a design element.

fab abs

37°

thirtysevendegrees



While you're staying at **b<sup>2</sup>**, you have a very special rate at 37° – one of London's most awesome gyms, where you'll find:

- gym and boxing ring
- studios and classes
- 20-metre pool, sauna and steamroom
- state-of-the-art CV and resistance kit

Get a voucher from **b<sup>2</sup>** Reception.

[www.thirtysevendegrees.co.uk](http://www.thirtysevendegrees.co.uk) (Tower Bridge)

2b More London Riverside, SE1 2AP

**T** 020 7940 4937

Dial: 0 for **b<sup>2</sup>** Reception



hungry for  
entertainment?



## take a byte of this

Just turn on your Apple TV to access:


- an extensive catalogue of music and films on demand
- internet browser and free broadband
- all room-service menus

Plug your MP3 player into a USB port on your in-room Apple to play music through the TV speakers, or use the iPod dock with JBL sound system. There's wireless broadband anywhere in the Hotel too.

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box clever





If you want to be in their good books, pick up a **Happy Box** from Reception...

- **be inspired**  
handcuffs, massage oil, blindfold
- **she be calm** candle, bath preparation, cashmere socks
- **he be calm** sloe gin, cigar, cashmere socks
- **be better** morning-after tea, eucalyptus oxygen, Bloody Mary

...**be good!** Or call Happy Box on 0207 381 0803 and they'll make one up especially for you.

[www.happyboxlondon.com](http://www.happyboxlondon.com)

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you're  
kidding

Next time, bring the little snappers too – they'll love it here. There's usually a kids' film at the Shortwave Cinema on Bermondsey Square on Saturday mornings (see [www.shortwavefilms.co.uk](http://www.shortwavefilms.co.uk) for the programme). And attractions such as The London Dungeon ([www.thedungeon.com](http://www.thedungeon.com)), London Eye and HMS Belfast are all within 10 minutes' walk. We've even got a special Alfie's Kids' Club. Go on, give them a break.

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A photograph of a red circular light fixture mounted on a dark, textured wall. Above the light is a section of a brick wall. The text "secs in the City" is overlaid on the right side of the image in a white serif font. A small black circle is visible in the top left corner.

secs  
in the  
City




Always on the job? Don't worry, so are we.  
The **b**<sup>2</sup> Business Centre is open from  
6.00am–10.00pm.

- desk and work-station
- free internet access
- fax, message-taking
- PC or Mac printing and scanning
- secretarial services
- postage, packaging and couriers
- book meeting rooms and conferences

Dial: 0 for **b**<sup>2</sup> Reception

The background of the image is a vibrant blue sky filled with soft, white, puffy clouds. In the top-left corner, there is a small, solid black circle.

a good  
upbringing




Just switch on the TV screen and you'll find a full list of things that can be brought up to your room on 24-hour room service.

Whether you're feeling famished, thirsty or feisty, just dial 0 for  $b^2$  Reception and order anything from Midnight Munchies to a pillow fight.

Dial: 0 for  $b^2$  Reception





Quintessentially Driven's fleet of luxury, chauffeured cars provides the smoothest ride possible and the greatest of passenger comfort.

The first British fleet to have high speed internet access and 'Carbon Neutral' cars, also provides experienced, professional drivers to ensure you arrive at your destination in a relaxed and timely fashion. Available by the hour or for specified longer distance journeys including all London airports, 24 hours a day, 365 days a year.

Q U I N T E S S E N T I A L L Y   D R I V E N


T 0870 383 3555

[www.quintessentiallydriven.com](http://www.quintessentiallydriven.com)

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Quintessentially Flowers offers a luxury flower design service. Gorgeous gifts are made to order using only fresh seasonal flowers and delivered throughout London and the UK. Take a look at Quintessentially Flowers collections, designed to cover every occasion from birthdays, anniversaries, celebration of a new birth or just to say thank you.

Q U I N T E S S E N T I A L L Y   F L O W E R S

T 0845 224 3574

[www.quintessentiallyflowers.com](http://www.quintessentiallyflowers.com)

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far from  
square




# club at b<sup>2</sup>

The private Members Club at The Bermondsey Square Hotel is a space in which to gather and relax, to entertain and be entertained.

For a modest annual fee, you can enjoy access to a Members Lounge, special rates for accommodation, functions, business meetings, food, massage and beauty treatments, and a full calendar of exclusive events.

Ask at Reception for a joining form.

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An underwater photograph looking up towards the surface. Bright sunlight filters down from the top, creating a starburst effect and illuminating the water with rays of light. Several circular lens flares are visible in the lower-left quadrant. The water transitions from a deep blue at the bottom to a lighter, more vibrant blue near the surface.

you can  
never  $b^2$   
beautiful



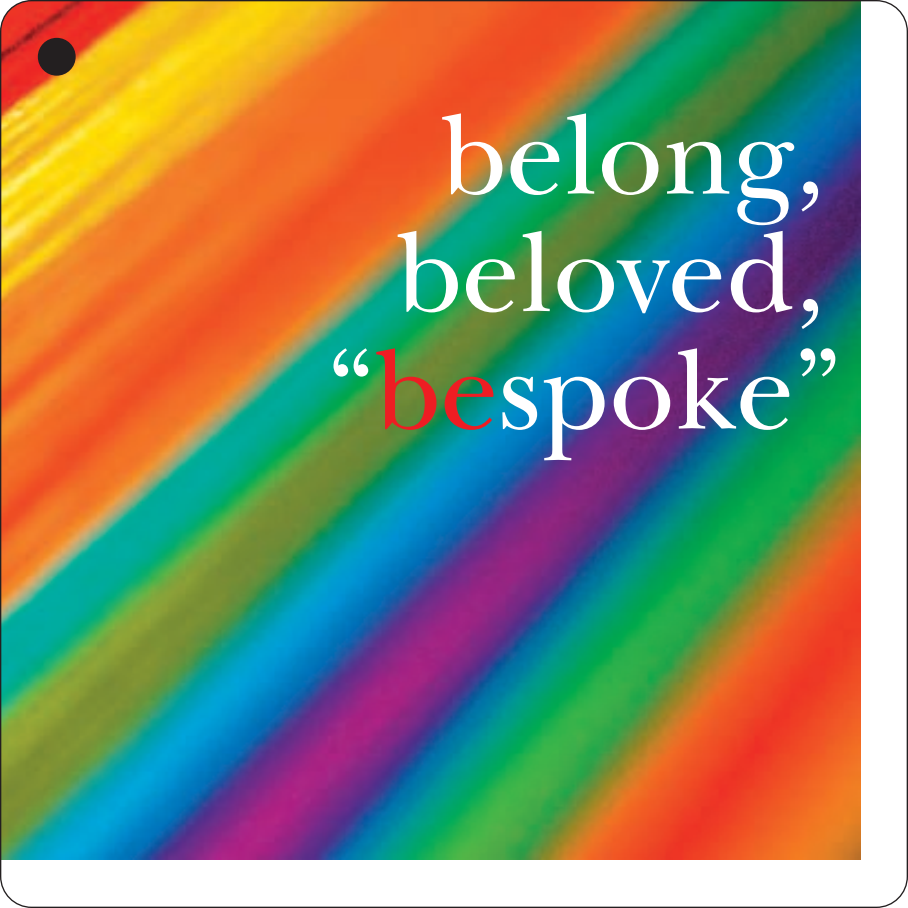
# beauty at $b^2$

Put life on hold for a moment and escape.  
beauty at  $b^2$  is the perfect place for  
day-dreaming and restoring harmony to  
your mind and body.

For a full menu of facials and body  
massages, buffing and general indulgence,  
ask at Reception.

PHYTOMER

Dial: 0 for  $b^2$  Reception

The background is a vibrant, multi-colored diagonal gradient, resembling a rainbow. The colors transition from red and orange at the top left, through yellow, green, blue, and purple, to red and orange at the bottom right. A solid black circle is positioned in the top left corner of the image.

belong,  
beloved,  
“bespoke”

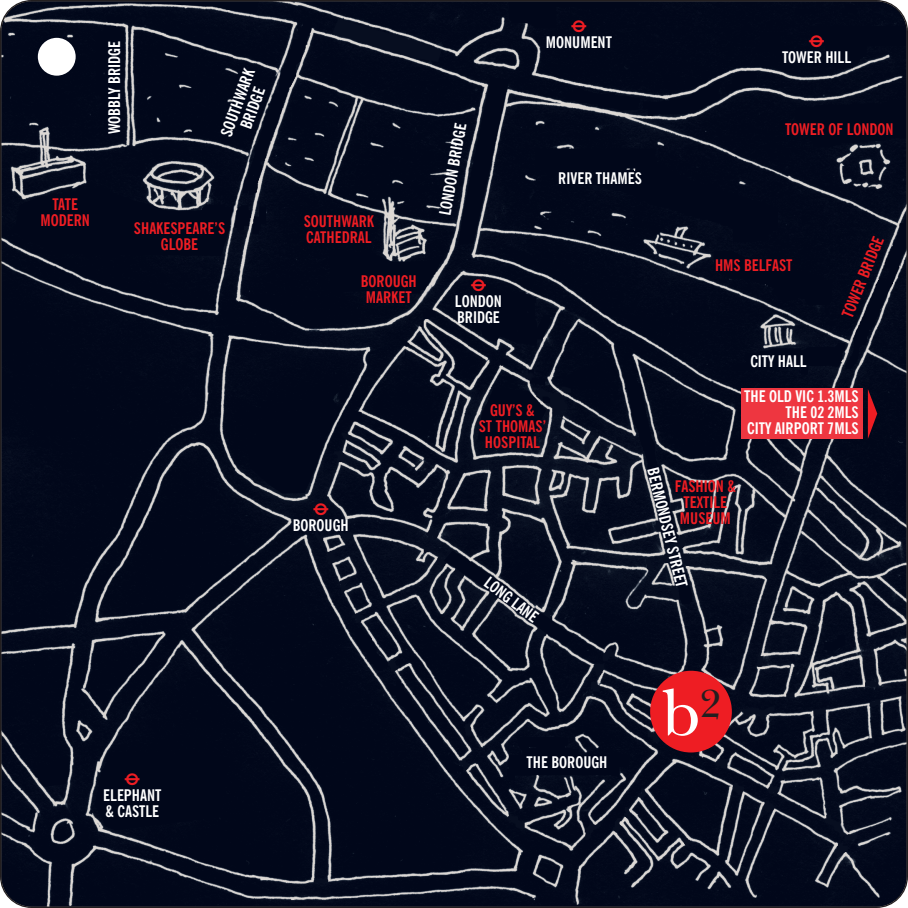
# “bespoke” HOTELS

The Bermondsey Square Hotel is a member of the Bespoke group – an eclectic collection of fine properties across the UK.

[www.bespokehotels.com](http://www.bespokehotels.com)

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WOBBLY BRIDGE

SOUTHWARK BRIDGE

LONDON BRIDGE

TOWER BRIDGE



TATE  
MODERN



SHAKESPEARE'S  
GLOBE

SOUTHWARK  
CATHEDRAL



BOROUGH  
MARKET

LONDON  
BRIDGE

GUY'S &  
ST THOMAS'  
HOSPITAL



CITY HALL

THE OLD VIC 1.3MLS  
THE OLD VIC 2MLS  
CITY AIRPORT 7MLS

FASHION &  
TEXTILE  
MUSEUM

BERMUDSEY STREET

LONG LANE

BOROUGH

THE BOROUGH

ELEPHANT  
& CASTLE

b<sup>2</sup>



# lost and found

<b>Borough Market</b>	<a href="http://www.boroughmarket.org.uk">www.boroughmarket.org.uk</a>
<b>City Airport</b>	<a href="http://www.londoncityairport.com">www.londoncityairport.com</a>
<b>Fashion &amp; Textile Museum</b>	<a href="http://www.ftmlondon.org.uk">www.ftmlondon.org.uk</a> · 0207 407 8664
<b>Guy's &amp; St Thomas' Hospital</b>	<a href="http://www.guysandstthomas.nhs.uk">www.guysandstthomas.nhs.uk</a>
<b>HMS Belfast</b>	<a href="http://hmsbelfast.iwm.org.uk">http://hmsbelfast.iwm.org.uk</a>
<b>Shakespeare's Globe</b>	<a href="http://www.shakespeares-globe.org">www.shakespeares-globe.org</a> · 0207 902 1400
<b>Southwark Cathedral</b>	<a href="http://cathedral.southwark.anglican.org">http://cathedral.southwark.anglican.org</a>
<b>Tate Modern</b>	<a href="http://www.tate.org.uk/modern">www.tate.org.uk/modern</a> · 0207 887 8888
<b>The O2</b>	<a href="http://www.theo2.co.uk">www.theo2.co.uk</a> · 0844 856 0202
<b>The Old Vic</b>	<a href="http://www.oldvictheatre.com">www.oldvictheatre.com</a> · 0870 060 6628
<b>Tower Bridge</b>	<a href="http://www.towerbridge.org.uk">www.towerbridge.org.uk</a> · 0207 403 3761
<b>Tower of London</b>	<a href="http://www.hrp.org.uk/toweroflondon">www.hrp.org.uk/toweroflondon</a> · 0844 482 7777

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# et cetera at $b^2$

**Have you forgotten anything? Have we forgotten anything? Try the web browser on your Apple TV screen, or dial 0 for  $b^2$  Reception:**

Alfie's Kitchen

Beauty at  $b^2$

Business centre

Cars, chauffeurs

Cinema on the Square

Club at  $b^2$

Dentist

Doctor

Dry-cleaning and  
laundry

Euro currency conversion

Flowers

Gymnasium

Local attractions

Nearest tube station

Railway timetables

# et cetera at b<sup>2</sup>

Et cetera is Latin for 'and the rest'...

What's on at the Shortwave Cinema on the Square? I need to courier this to the West End? Taxi! How do I join the Club at b<sup>2</sup>? What other Bespoke Hotels are there? What time does the Tate Modern shut? And the rest...

Dial: 0 for b<sup>2</sup> Reception