Zoom
Rue de la Concorde 59
Brussels
+32 (0)2 515 0060
zoomhotel.be

WORDS EMMA BEDDINGTON

Leica your style

There's always a shiver of trepidation at the idea of a themed hotel, but the Zoom, Brussels' newest opening from the team behind the much-loved Vintage Hotel, was entrusted to the safe hands of designer Michel Penneman and it wears its photography concept lightly and with style. Hidden away in a quiet back street off the leafy, upscale Avenue Louise, the brushed concrete and gunmetal grey lobby sets the tone, with an interactive wall of screens showing photographs of the city (guests are encouraged to contribute their own snaps) and vintage Kodak signage.

The 37 bedrooms have a similar industrial-chic feel, in dark grey and white, lifted with warm touches of yellow. Furniture is cleverly constructed from painted plumbing tubes, including minimalist 'four poster' beds in the

extra large rooms (though in fact all are very spacious, with plenty of natural light). The photography theme is subtly picked up here with large graphic canvas prints over the beds, each displaying a unique image of Brussels, from street scenes to skyscapes, all chosen via a photography competition run by the hotel.

Breakfast – featuring bread and pastries from one of Brussels' favourite bakeries, La Fleur du Pain – is served in the relaxed bar, which also has a tiny terrace for warmer days. In the evenings, the bar becomes a 'Beer House', with a wide, esoteric selection of local ales. Braver souls can even try some beer-chocolate pairings and treats from local chocolatier Dolfin. There's no restaurant, but the Zoom is a short stroll from one of the city's favourite relaxed Italian osterias, Gazzetta, and the cafés and restaurants of Avenue Louise. Doubles from €145.

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