Independent venue launches hub for London's creative community

Submitted by: The Phoenix Artist Club
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The ‘Best Club & Bar in Covent Garden & The Strand’ (Time Out Love London Awards 2015) is open to the public Monday - Friday, from 10am ’til 5pm, offering London’s creatives free use of its facilities, including broadcast quality Wi-fi, power points, freshly brewed coffee and loose leaf tea. The one hundred seater club, has teamed up with “Baking Heroes” Galeta (The Independent), to provide visitors with a vast selection of delicious cakes and pastries, at sensible prices, to keep hunger away. The club will also be building on its eclectic events programme, which currently stands at over 350 performances a year, with talks on creativity, mindfulness, and even a yoga session or two.

The launch of the “Phoenix Artist Hub” coincides with the rise in demand for working spaces in London, with monthly desk rentals becoming a desirable alternative to the daily hunt for power points and reliable Wi-fi connections at chain coffee shops. Meanwhile, hot desking continues to be a hot topic in the staff room. A recent CBI survey revealed 95% of employers saw flexible working as vital to the UK economy, helping offices to cut operation costs by up to 30%, while giving staff flexibility over their workload. Tom Deehan, Web Editor for The Location Guide said “Finding a relaxed environment to write articles and interview clients can be tricky. Despite being in a Central London location, The Phoenix Artist Club is removed from the hustle and bustle of the city”.

The Phoenix Artist Club hopes their hub will encourage similar venues to follow suit, after it was revealed that nearly half of the UK’s late night venues have closed in the past decade. “It’s imperative businesses like ours change our ways for new audiences” said Peter Dunbar, Marketing Director at The Phoenix Artist Club. He adds “creating a ‘daytime’ setting we felt proud of required a lot of work and included creating a unique lighting design, soundtrack, and scent, as well as working with Drury New Row to create our own blend of tea and coffee. Small changes like installing blinds that cover the bar’s alcoholic products really puts people in the mood to work. Feedback since the launch has been overwhelmingly positive”.

OPENING HOURS: Hub Monday - Friday 10am-5pm and the club 5pm-2.30am, seven days a week. LOCATION: THE PHOENIX ARTIST CLUB, CHARING CROSS ROAD, LONDON, WC2H 8BU
For more information and HI RES IMAGES for this launch please contact PETER DUNBAR / MARKETING DIRECTOR - 074 5086 2492 / 020 7836 1077 PETER.DUNBAR@PHOENIXARTISTCLUB.COM http://www.phoenixartistclub.com

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