



Thirtzen



A PLACE  
FOR CULTURE &  
OPPORTUNITY





Found at the beginning of the famous one-hundred-yard Denmark Street - Thirteen serves cocktails & Japanese inspired dishes.

Operated by Chateau Denmark  
(hotel & apartments), our multi  
award winning (Restaurant & Bar  
Design Award, Muse Hotel  
Award) Soho cocktail bar off  
Charing Cross Road.



# OUR STORY

Following Chateau Denmark's high levels of service and attention to detail, Thirteen brings a maximalist design approach. While lower ground floor space dial8 is intimate and discreet, both venues bring a different kind of theatre to the Soho neighbourhood through service, attitude and design.

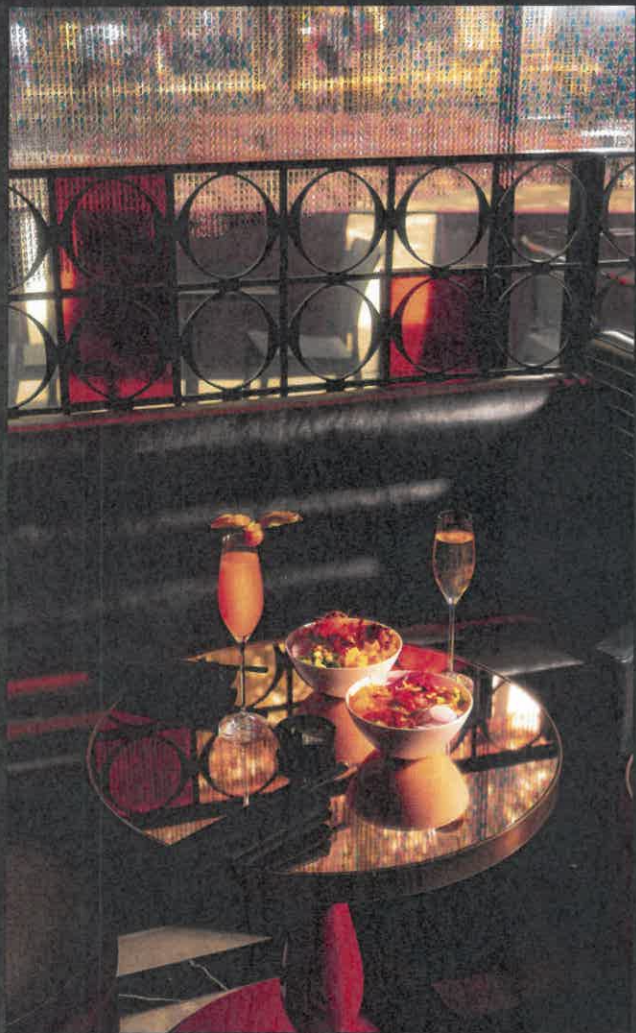






Set across four large windows facing both Denmark and Flitcroft Street, sits Damien Frost's famed work – Soho Tableaux. Purposefully curated to address the neighbourhood's colourful history and of course introduce well known faces to the much-loved street - a statement of creativity in and of itself.

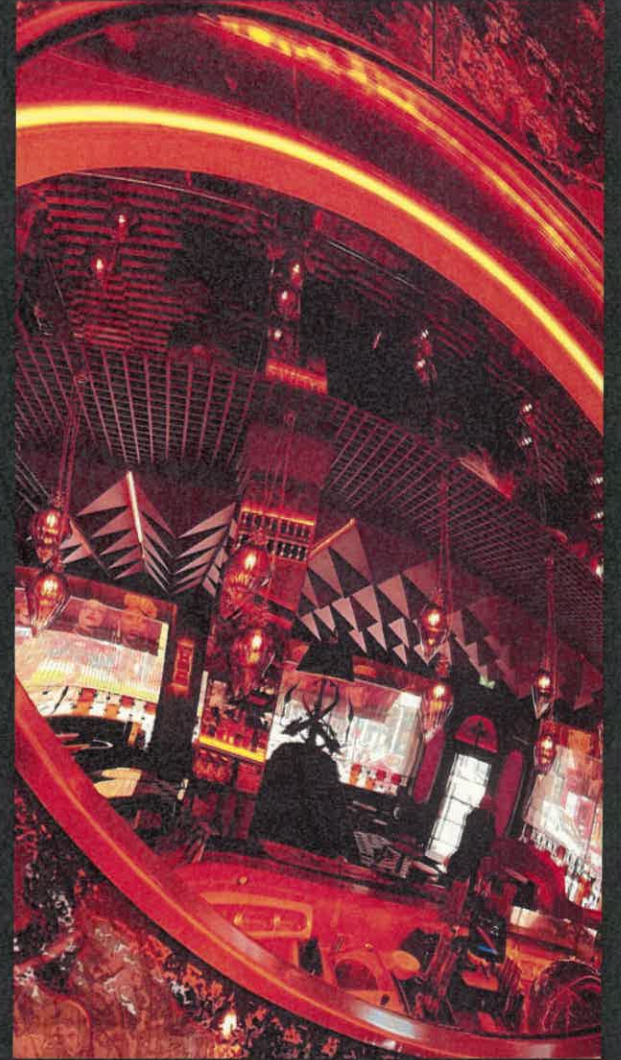
Our bespoke cocktails champion the familiar and the novel. Mouth-watering menus that satisfy every palate, from Crispy chicken inside out rolls, Signature shrimp and snow crab rolls, along with choices of Gyoza, rounded off with a range of delicious lunchtime Poke bowls.



OUR  
CULTURAL  
PROGRAMMING

Our cultural programme features tent-poles such as the DJ line up featuring Femi Fem, Ash Rah, Lauren Verge, Amazonica, Lou Hayter and more – as well as other signature evenings such as our signature burlesque night, artistic musician residences, seminars/talks on popular culture and unique elevated food and drink occasions, community gaming such as backgammon.

All bringing a unique cultural and multi-faceted experience to the Denmark Street community and further afield.



By working closely with the neighbourhood's bars, music shop, restaurants and of course Chateau Denmark, we've created opportunities for locals and visitors to enjoy a slice of London's music mecca – Denmark Street, and of course the St Giles community.

We've served as the point of intersection for communities across London and we've done so to create public value in a neighbourhood that's known for creativity. A further benefit has been in our policing of a corner of London known for anti-social behaviour – and making it safe for all of its colourful and vivacious inhabitants.



BRINGING  
TOGETHER CULTURE  
WITH LUXURY



Through relationships with our talent, labels and networks, we've been fortunate enough to create opportunities for rising stars who do not yet possess a platform. We've done so by giving them a stage in part of our programming and then elevating the programmes' reach through media and press.

Thus, elevating the talent's name through publicity through the value of being part of our regular cultural programming. This has meant they've been presented to broader audiences, as well as through Chateau Denmark's own international audience and highly connected audiences.



Following our commitment to both luxury and high standards of service - since Thirteen's inception, we've always encouraged guests to book in advance through our online booking system.

This we ask people to do not only to avoid disappointment, but also to ensure very little to no queuing ever really takes place. To this end, we've also optimised the bar's layout - favouring more seating over standing to reduce the turn time for each guest's visit.

It is important to us that both local residents and our own residents are not disturbed at any time – but especially come the evening. It is in our best interests to keep noise pollution to a minimum, but also to ensure the high standards of Thirteen's brand experience are always upheld – not only by managing dispersal correctly and efficiently but also with a class synonymous to that which our customers have come to expect from us.



NME



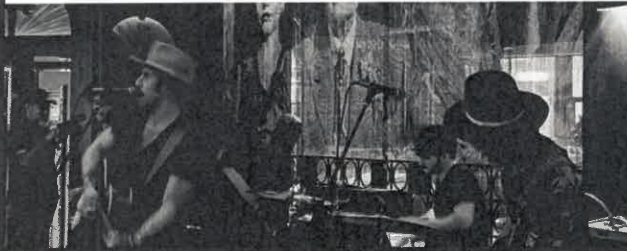
MUSIC | News Features Reviews

NEWS > MUSIC NEWS

# A Very Fierce Christmas live music showcase returns to London's Denmark Street

The series of live performances includes stops at Dawsons, Rose Morris and more

By **Liberty Dunworth** | 3rd December 2024



MICHELIN GUIDE



TRAVEL ⌚ 3 minutes 📅 22 AUGUST 2024

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Our A-Z of the capital's best cocktail bars inside Michelin-recommended hotels.

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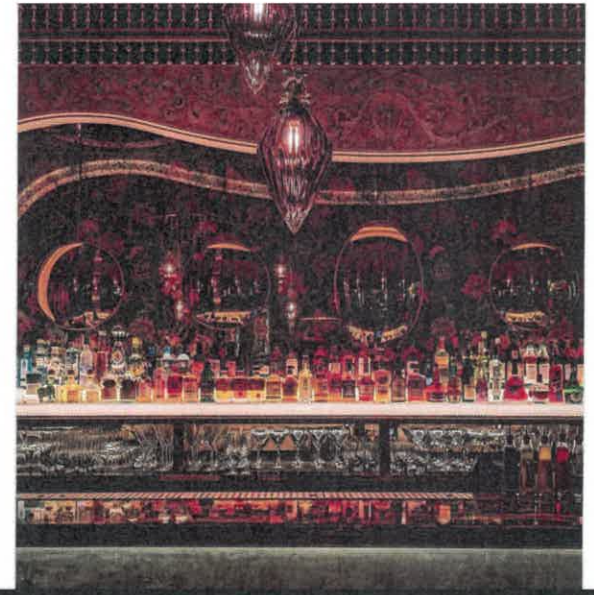
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## Thirteen LDN, Soho

**thirteen\_ldn**  
Thirteen LDN

[View profile](#)





We are a place where musicians meet likeminded guests and residents. To many, our venue has been home, stage and lounge. This is in part due to our open all-day, drop-in culture and the fact that we celebrate creativity and forge opportunities for musicians and the art of musicianship.

WHAT THE  
PRESS SAY



“...dark hues and eclectic art creating an intimate and almost theatrical atmosphere. Recognised for its bold and inventive cocktails, you'll find signature drinks with names such as 'Smoke on the Water' or 'Lady Stardust'. Downstairs, ultimate lavishness awaits you at dial8, its secret basement bar for those in the know.”

MICHELIN

“Thirteen bar at the end of the road offers up an array of luscious cocktails and top notch sushi to boot.... the food - catering to the sensibilities of every Sushi fan...”

ROLLING STONE



“Thirteen is not just a cocktail bar. For starters, it’s also where you’ll enjoy your continental breakfast if you’re a hotel guest. But crucially, it’s a great place to enjoy elevated snacks – think Japanese-inspired small plates – as well as, yes, some award-winning cocktails.”

SQUARE MILE

“I loved having drinks at the sumptuous Thirteen which is bold and energetic – bringing a different kind of theatre to Soho through texture, fabric and finish. The grand teal coloured chesterfield conversation chair sits in the centre of Thirteen, not only bringing the space together, but also creating intimacy.”

LONDON DAILY NEWS

“Thirteen, is pure, unadulterated, gothic opulence. There’s a dark grandiosity to it all, with heavy fabrics draped across every surface and beaming golden light fixtures and bars that call to mind early Tim Burton.”

SECRET LONDON

“Thirteen has its heart set on importing a little Mayfair glam and high octane gothic design to this historically and charmingly shonky stretch of road.”

TIME OUT

“Thirteen and dial8 capture the spirit of the neighbourhood, bringing together elaborate finishes with dramatic intrigue.”

FORBES



“Thirteen, along with underground haunt dial8 is one place on-site worth visiting.”

FAR OUT MAGAZINE

“Exclusively for everyone, this location acts as a hub for the vibrant and colourful community who live, work and play in the area.”

GLAMOUR

“Its lavish decor channels the lore of its 100 yards of musical heritage...”

THE TIMES

Thirtzen

