



THE PLAYFORD

DISTINCTIVE – ENERGETIC - INSPIRING

LOCATED IN THE HEART OF ADELAIDE'S CULTURAL PRECINCT, THE PLAYFORD PRESENTS A CONTEMPORARY TAKE ON THE ELEGANT ART NOUVEAU ERA DEPICTED THROUGH IT'S UNIQUE SOUTH AUSTRALIAN ART, DÉCOR AND BESPOKE CUSTOMER SERVICE.



THE PLAYFORD

The Playford MGallery is a fully refurbished boutique hotel in the heart of Adelaide, offering the perfect blend of classic style with contemporary luxury. This hotel exudes a stunning Art Nouveau ambiance throughout the hotel and the chef hatted restaurant, Luma. Ideally situated within walking distance opposite The Adelaide Convention Centre, Casino, Adelaide Oval and surrounding central business district, The Playford MGallery is the perfect choice for all occasions.

OUR STORY

The Playford hotel was once home to Rupert Murdoch and his Adelaide newspaper 'The News'. The original building was demolished in 1997 after a devastating fire. From these ashes rose the vision to create Australia's first genuine Arts hotel. Upon completion The Playford quickly took pride of place as the jewel of Adelaide.

When the hotel opened its doors in 1998, the Sparr family paid tribute to Adelaide's progressive history by sharing its name with the state's former premier, Sir Thomas Playford. During his term as premier between 1938 and 1965, Sir Playford oversaw major population and economic gains that helped shape the city of Adelaide into what it is today.

The Playford now stands on one of Adelaide's most beautiful and cultural tree-lined boulevards. It is within walking distance of major tourist attractions including Adelaide Oval, Adelaide Convention Centre, Art Gallery, the new Royal Adelaide Hospital and leading educational institutions. Its' location is ideal to explore all that the city has to offer including; Adelaide's booming nearby small bar and dining scene.

ACCOMMODATION

The Playford, a member of the exclusive MGallery Hotel Collection, has a range of boutique accommodation providing the perfect blend of old world charm and modern day creature comforts. The hotels' recent refurbishment sees its' Art Nouveau style enjoyed with beautifully appointed guest rooms and suites, luxurious amenities and personalised services.

LUMA

Our award-winning team presents Luma Restaurant and Bar. This is your destination location for coffee, cocktails, house made snacks, freshly baked pastisseries, treats and more. A more substantial offering flows from the restaurant showcasing locally-sourced European fare presented in a truly inspiring light. Recently awarded a Chef Hat in 2023 by the Australian Good Food Guide, Luma Restaurant and Bar is the place to see and be seen.



MEETINGS AND EVENTS

A sweeping staircase leads delegates to a self-contained function floor offering seven flexible function spaces with dedicated bar, bathroom facilities and lift access. We specialise in restaurant quality food and service for gala dinners, cocktail receptions, meetings and events up to 290 guests.

All rooms are bathed in natural light and the Ballroom has balcony access to picturesque North Terrace.

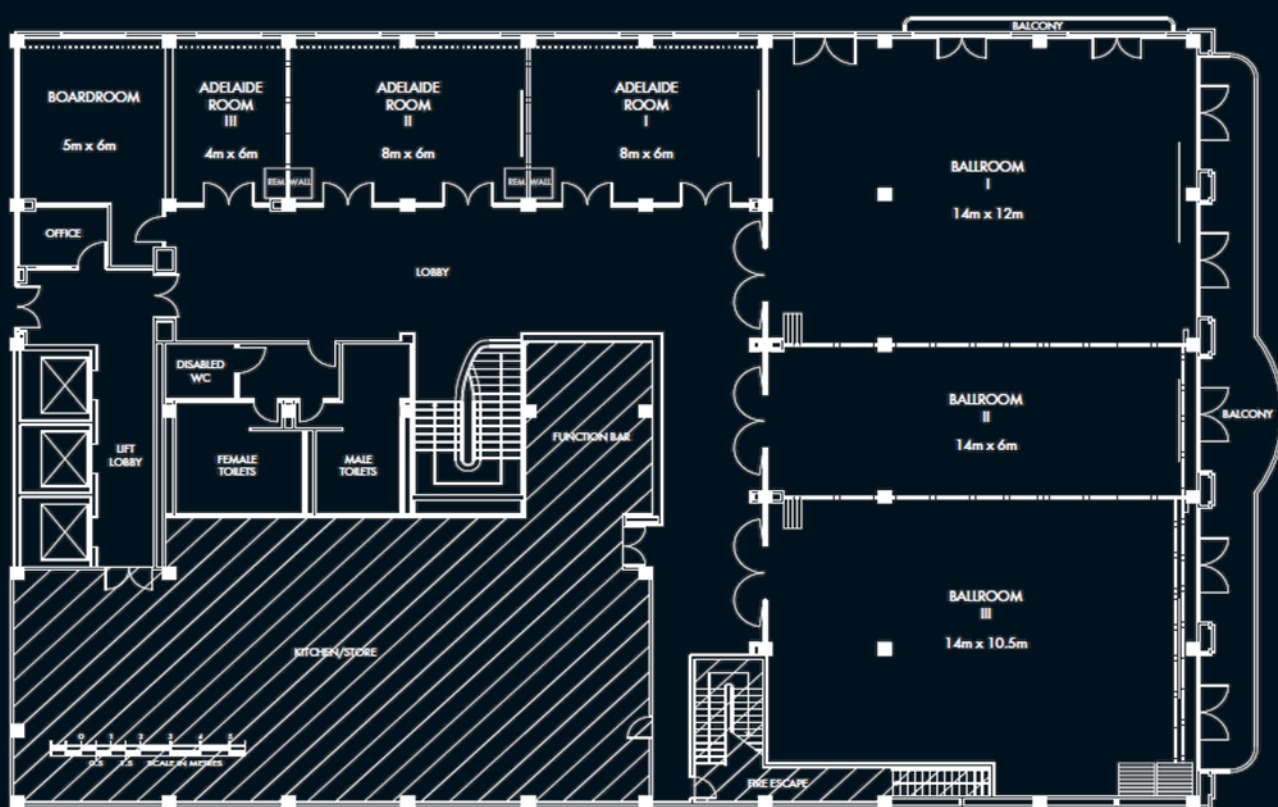
At The Playford, contemporary Art Nouveau surrounds blend seamlessly with state-of-the-art technology including; Bose sound system, high speed internet for video conferencing, presentations and more.

GUESTROOM FACILITIES

- High speed wired and wireless internet access
- Work space
- Smart television
- Satellite TV Channels and Chromecast
- Foxtel
- Pay-per-view movies
- Pillow menu
- Laptop size safe
- Minibar
- Bathrobes
- Hairdryer
- Iron and ironing board
- Air conditioning and heating
- Opening windows
- Tea and coffee making facilities

CONFERENCE ROOM CAPACITIES

VENUE	THEATRE	CLASSROOM	U-SHAPE	BOARDROOM	BANQUET	CABARET	COCKTAIL	AREA M ²
Ballroom	290	126	-	-	250	200	575	400
Ballroom I	122	51	35	28	90	72	230	160
Ballroom II	66	30	28	34	50	40	115	80
Ballroom III	122	51	35	28	90	72	230	160
Adelaide	100	48	-	40	60	56	120	120
Adelaide I	48	12	17	18	-	24	50	48
Adelaide II	48	12	17	18	-	24	50	48
Adelaide III	-	-	-	12	-	8	-	24
Boardroom	-	-	-	12	-	-	-	18



Meeting room ceiling height 3.6m (Boardroom 2.7m)

GENERAL FACILITIES AND SERVICES

- WiFi access
- 24 hour reception
- Business centre
- Daily housekeeping
- Concierge and tour desk
- Luggage storage
- Newspaper and wakeup call service
- 24 hour in-room dining
- 24 hour fitness centre
- 24 hour heated indoor pool, spa and sauna
- Onsite undercover parking
- Dry cleaning and laundry service
- Self-service laundry facilities
- Wheelchair accessible
- Check in from 3pm, check out at 11am

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