

SO/ AUCKLAND

A NEW GENERATION
OF HOSPITALITY



A
LUXURY DESIGNER
HOTEL

Avant-garde design, fashion & glamour

SO/ AUCKLAND is a sleek urban base for the discerning traveller in the heart of Auckland CBD and a masterpiece of collaborative design by Dutch interior designer, Moooi and New Zealand fashion house, WORLD.

130 Rooms & Suites // Club Signature // Striking views over the Waitemata Harbour & Auckland cityscape // Harbour Society Restaurant // HI-SO Rooftop Bar // SO/ SPA



The *different* room categories include:
84 Collection // 25 Studio // 13 Loft // 6 Atelier // 1 Waitemata Suite // 1 Treasury Suite

A brand rooted in fashion & design

Discover a new scene in an eclectic district where chic boutiques meet renovated dockside warehouses. Made by a design collaboration between Dutch interior designer, Moooi and New Zealand fashion house, WORLD - SO/ Auckland leaves a bold mark on the cityscape. Be amazed with luxurious decors, avant-garde uniform designs and an array of unique moments, perfectly curated for people on the move.

Wine & Dine

From nibbles at the spacious lobby bar to drinks on our panoramic rooftop, embark on a gastronomical journey as you dine your way through SO/ Auckland.

Harbour Society Restaurant Director of Culinary, Chef Roy Giam presents a delectable gastronomical menu inspired by his travels, experiences and his Malaysian roots. With an emphasis on sustainability and seasonality, feast your eyes on food from the Far East over breathtaking vistas.

HI-SO Rooftop Bar A chic rooftop bar overlooking the Waitemata Harbour and cityscape. Revel in the DJ's chilled tunes at the ultimate stylish socializer's scene.

MIXO Bar A stylish with a creative cocktail artist and a decadent vibrant atmosphere. MIXO serves up entertainment in a glass.

Javalab Café An authentic French pâtisserie featuring hand-roasted, 100% fair trade and organic Hummingbird Coffee. Step into an effortlessly chic, modern escape.



Accommodation

A perfect base for the stylish traveller, SO/ Auckland has 130 elegant rooms and handsome suites spread between floors 1-14. Our penthouse suites, Treasury and Waitemata feature breathtaking vistas, splendid interior design with tailor-made touches by SO/'s signature designer, WORLD. All rooms feature a lavish bathtub and separate rain-house, in-room technology and complimentary mini-bar.

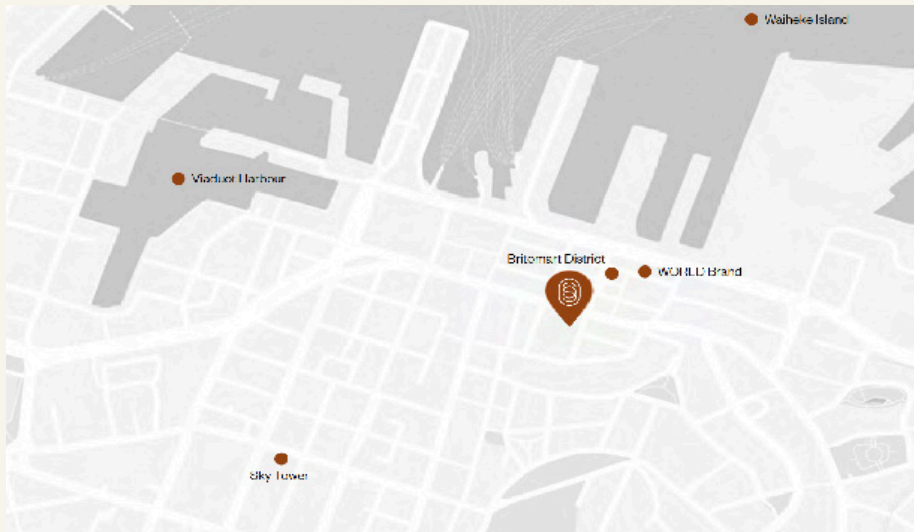
Club Signature

On the second floor, discover an exclusive lounge experience with an extensive range of benefits with sumptuous daily breakfast and all-day light refreshments with signature afternoon tea, drinks and canapés.

Services

Valent Parking
24-hour in-room dining





Explore the area

WORLD Fashion

5 minute walk

Skytower

13 minute walk | 9 minute bus

Waikato Island

8 minute to the ferry terminal

45 min ferry ride

Viaduct Harbour

10-12 minute walk | 9 minute bus

Britomart District

2 minute walk

Location

In the heart of the city in the downtown Britomart district, you are in walking distance to all the wonders of Auckland CBD. Minutes from the sparkling Waitemata Harbour, bustling markets, local designer boutiques — you feel the liveliness of New Zealand's largest city at every turn.

Meetings & Events

At SO/ Auckland all that glitters is gold. The former home of New Zealand's Reserve Bank and gold bullion has been revived to bring events to life. With a number of luxurious, bold and creative spaces on offer, meetings and events at SO/ Auckland are tailor-made to make an impact.

Our exceptional spaces are equipped with cutting-edge technology and are set to impress your guests, while devoted Talents see to their every wish.

SO/ WELL

SO/ SPA | Opens 10am - 8pm

An urban wellness collection of facials, body treatment and rituals, including unique signature treatments designed by Comfort Zone and Waterlily. SO/ Spa is closed Wednesdays.

SO/ FIT

24hr fitness centre with the latest equipment. 20m indoor lap pool, aromatic sauna and jacuzzi, opens

Function Room	Dimension		Capacity						
	Area (M2)	Height (M)	Theatre	Cabaret	U-Shape	Boardroom	Classroom	Banquet	Cocktail
The Reserve	25	2.9	16	8	-	12	-	10	-
9-Carat	48	2.9	35	16	18	18	24	20	-
18-Carat	76	2.9	60	32	27	24	36	40	-
24-Carat	82	2.9	70	48	30	30	42	60	-
The Grand Reserve	107	2.9	85	64	42	42	48	70	-
The Vault	231	2.9	145	96	-	-	81	110	145
Waitemata Private Dining Room	25	2.5	-	16	-	25	-	-	-

SO/ AUCKLAND

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