

THE IMPERIAL

CAPTURING THE TRANSFORMATION OF BLOOMSBURY WITH PHOTOGRAPHER & MASTER PRINTER STUART KEEGAN



- Capturing the Transformation of Bloomsbury sees photographer & master printer showcase his photography for the Bloomsbury Festival over 20 years featuring the buildings, community, and cultural life of the neighbourhood on Wednesday 16th September
- Guests given the opportunity to be among the first to experience the once-in-a-generation renovation of The Imperial, an iconic modernist hotel that has been a part of Bloomsbury for over 100 years

As the capital celebrates the return of London Design Festival this September, [The Imperial](#) has partnered with Bloomsbury Festival to present a unique opportunity to reflect on the outdoor spaces and buildings that have shaped Bloomsbury over the last two decades.

Marking the 20th anniversary of Bloomsbury Festival, *Capturing the Transformation of Bloomsbury* will see the festival's Principal Photographer & Master Printer Stuart Keegan in conversation with Bloomsbury Festival Director Rosemary Richards, discussing the changing essence of one of the capital's most storied neighbourhoods since the festival began in 2006.

Presenting a collection of extraordinary photographs that showcase the buildings, community, and cultural life that Bloomsbury Festival nurtures, the discussion will chart the progress of Stuart's work alongside stories and anecdotes from his tenure as its principal photographer – and is complimentary for festivalgoers.

Hosted at The Imperial, an iconic modernist hotel that has been a part of Bloomsbury for over 100 years, the event acts as an exclusive preview of a month-long exhibition coinciding with Bloomsbury Festival (1 - 31 October 2026) and will also give visitors an opportunity to be among the first to experience the property following its once-in-a-generation renovation.

Originally opened in 1905 with a building designed by Charles Fitzroy Doll, The Imperial was adorned with ornate turrets, tiles, and gargoyles, and became known for its grand ballrooms, expansive winter garden, and Turkish Baths. The building was replaced with a striking modernist structure in 1966, presenting a bold reflection of the era through clean lines and confident angles, offering a new way of thinking that sparked debate at the time. Now recognised as one of the best examples of modernist architecture in London, the reimagined property retains and celebrates the hallmarks of this design language, creating a space in which history and modernity thoughtfully coexist.

Bloomsbury Festival Director Rosemary Richards, said:

"London Design Festival is a highlight of the capital's design calendar, and we're excited the festival and The Imperial are hosting Stuart as part of this year's programme. A celebrated photographer and master printer in his own right, his extraordinary collection of photographs tell the story of Bloomsbury, its changing architecture, and its people - making this exclusive preview at The Imperial a must-visit for everyone interested in how art and design come together to inform the cultural relevance and perception of distinct neighbourhoods within London."

Capturing the Transformation of Bloomsbury

7pm, Wednesday 16th September 2026

Edit Lounge - The Imperial, 61 - 66 Russell Square, London, WC1B 5BB.

For more information, visit: <https://bloomsburyfestival.org.uk/>.

ENDS

For more information or high-res images, contact the PR team for The Imperial on ilh@gold79.co.uk.

Notes to Editors

About Imperial London Hotels

Imperial London Hotels is a family-run hospitality company that has welcomed guests to London since 1837. Now managed by the seventh generation of the same family, the company is based in Bloomsbury, where it operates eight hotels.

Its portfolio includes eight full-service mid-range, boutique, and lifestyle hotels. The founding family members' vision of creating authentic and memorable guest experiences still lives on today.

The 'family of hotels' includes **Bedford Hotel**, **Tavistock Hotel**, **President Hotel**, **Morton Hotel**, **Royal National Hotel**, **City Sleeper at Royal National** and **The Imperial** (scheduled to reopen in Summer 2026). It also operates **Holiday Inn Bloomsbury**.

Company website: www.imperialhotels.co.uk

About Bloomsbury Festival

For the whole of October this year, the streets, parks, museums, galleries, laboratories and public and private buildings of this vibrant cultural quarter play host more than 150 events which attract a significant audience from across London and beyond. More than simply a showcase for the area, Bloomsbury Festival acts as a catalyst bringing together artists and academics, scientists and dancers, musicians, publishers and school pupils to make new projects and to inspire and learn from each other.

Outside the Festival period, Bloomsbury Festival delivers community engagement and arts projects across the year. These include heritage projects such as the recent *Strange Doings in London - The Ballads and Songs of St Giles*, supported by the National Lottery Heritage Fund.

Commented [BF1]: Bloomsbury Festival to provide - this is based on the About section of their website.