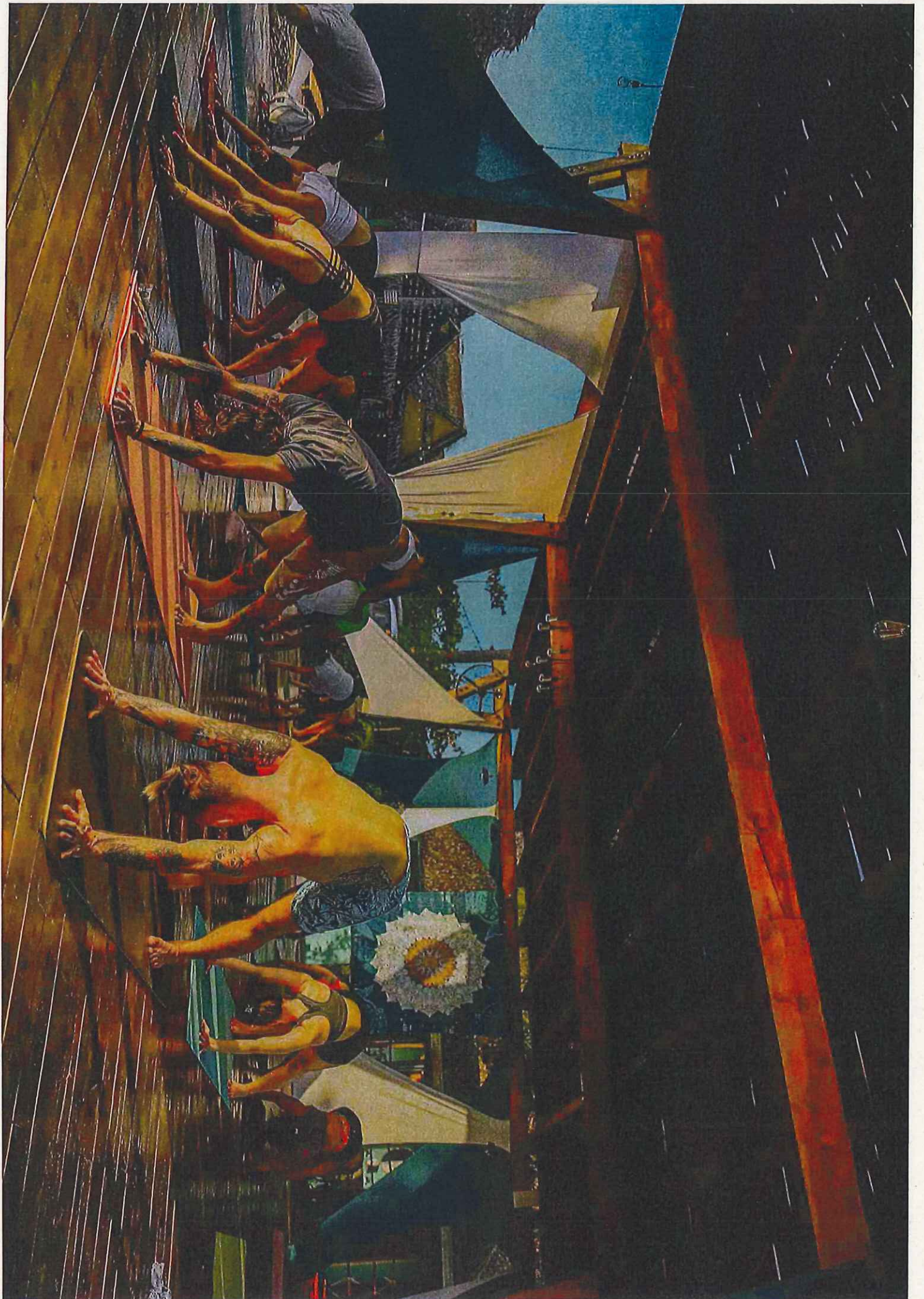




Selina
UNITED KINGDOM





WHAT IS SELINA

Selina is a place where global and local communities meet to be inspired, to embrace new challenges, and to share amazing experiences in immersive and unique surroundings.

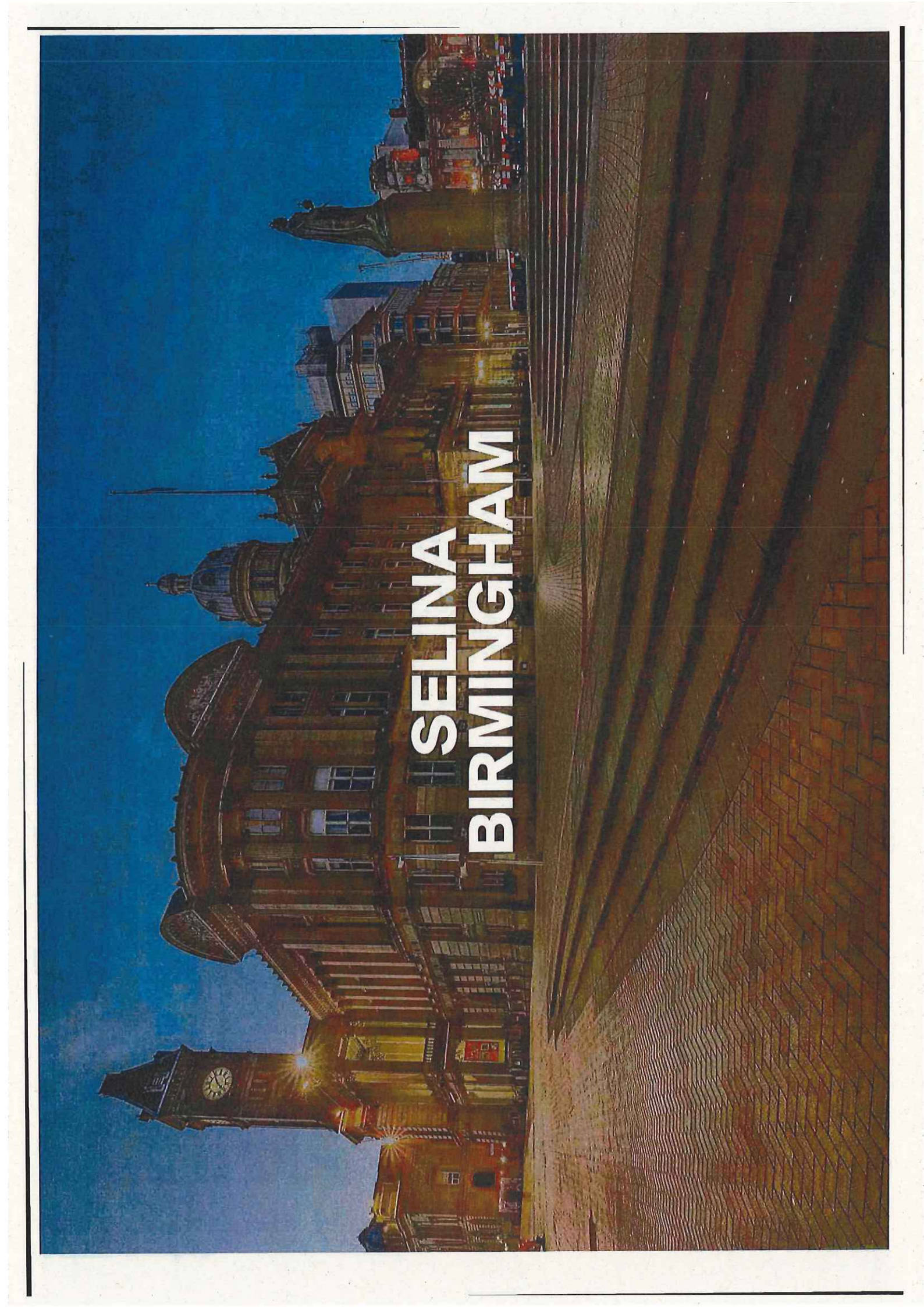
Founded in 2014 by Rafael Museri and Daniel Rudasevski, Selina was born from a vision of changing the world through hospitality and creating a global network of like-minded travellers. After opening our first site in 2015 in Venao, a surf town near Pedasí in Panama, we have since grown rapidly and expanded across the world, driven by the desire to build a brand committed to the values of collaboration, creativity and sustainability. Selina is the future of where we stay, how we play, and how we interact with the world around us.

Named after the spirit and persona of our ideal guest, Selina embodies a distinctly Latin spirit, an adventurous nature, a nomadic motivation, and a burning passion for exploring the new, the wild and the wonderful. Selina is the kind of person who inspires each and every person she meets, fuelled by her curiosity, motivated by her need to see the world, unfiltered, through the eyes of those she meets. Selina seeks authentic experiences, welcomes new challenges and aims to leave her mark on the world, however small.

Through the curation of inspiring physical spaces, and the development of a unique and compelling lifestyle platform, we provide our guests with the tools to fully enable their adventurous lifestyles. Built with the digital nomad in mind – people who earn their income remotely and online – Selina is designed to enable individuals to move freely with their lives, working, playing and relaxing wherever the seasons take them.

From remote, idyllic coastal retreats perfect for unwinding through yoga and meditation, to extraordinary urban locations prime for exploring the very be of the metropolis, each and every Selina site offers a bespoke hospitality experience, with artistry and attention to detail at its heart. Built from the ground up on the principles of integrity and authenticity, Selina is spearheading a new way for a new generation of young creatives to travel, meet and explore the world.



A nighttime photograph of the Birmingham City Hall, a large, ornate building with a prominent clock tower and a dome. The building is illuminated by warm lights, and its reflection is visible in the wet pavement. In the foreground, the Statue of Lady Godiva stands on a pedestal. The sky is a deep blue, and the overall atmosphere is serene and historic.

SELINA BIRMINGHAM

Nestled in the heart of Birmingham's trendy Jewellery Quarter, Selina Birmingham is an elegantly designed boutique hotel, offering a range of accommodation options, a laid-back Latin-themed restaurant and a bright and airy wellness studio.

Housed in an old Victorian factory and lovingly restored with original features mixed in with modern artwork and murals, Selina Birmingham has been carefully designed by local artists within the Birmingham community. Just a short walk from Birmingham's Snow Hill station, the property is ideal for business and leisure travellers wanting to stay in central Birmingham and the relaxed vibe of the Jewellery Quarter.

Offering accommodation solutions for all budgets including dorm-like community rooms, luxurious lofts and standard double rooms, Selina Birmingham also has a hotel "living room" and artisan coffee shop making it perfect for longer stays and digital nomads working in the city.

For those looking to explore Birmingham, Selina offers a variety of local tours and a rich event calendar which will feature daily activities including workshops, art exhibitions and wellness events available for guests and locals alike.

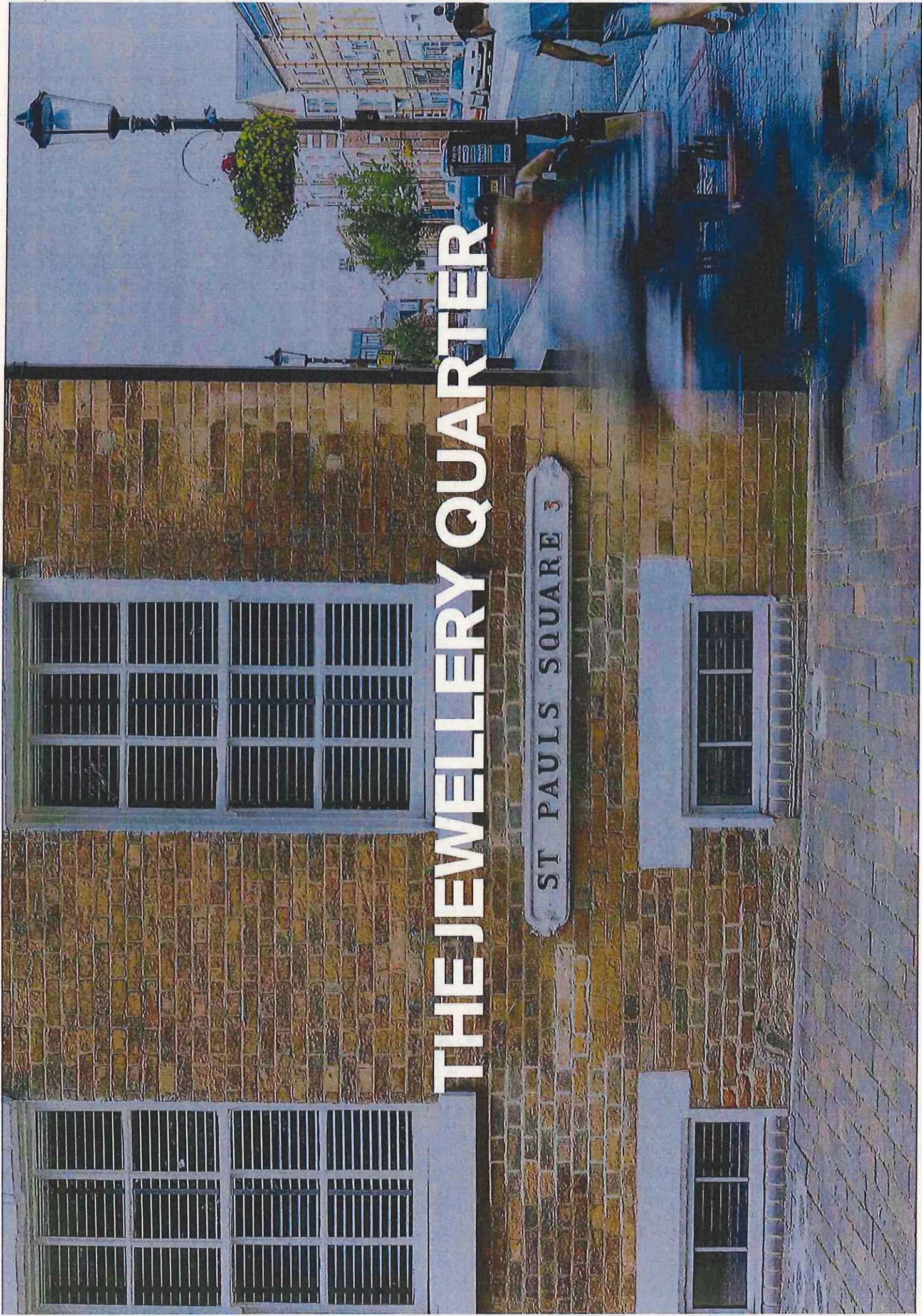
Downstairs you'll find Selina's hidden gem, an intimate and beautifully curated restaurant bringing a global flavour and little slice of Selina's roots to the Jewellery Quarter. El Mariposa, with its classy bohemian feel, serves a rare and authentic Latin-American menu with a twist.

Located in the heart of a close-knit neighbourhood, Selina places real emphasis on community values. Mirroring the company's ethos around the world, Selina Birmingham holds sustainability and local collaborations and partnerships true to its core, fostering a unique hospitality experience full of hidden delights. From local beers, to a unique retail offering, to local art and design - Selina Birmingham offers an inviting space for locals to celebrate their neighbourhood and for visitors to experience the real and exciting Jewellery Quarter.



THE JEWELLERY QUARTER

ST PAULS SQUARE 3



An area with a rich history in jewellery making and metal work, Birmingham's Jewellery Quarter has been through a series of redevelopments in recent decades, and is now home to some of the city's most exciting and dynamic businesses. Teeming with art galleries, the area consistently leads the way with trendy bars, independent restaurants and creative hubs.

Once home to the famous Vaughton's silversmith - where the original FA Cup and Olympic Medals were made - Selina Birmingham joins the revival boom of old factories and warehouses that are transforming the Jewellery Quarter's exciting spaces, into a destination in its own right. Sitting right next to the neighbourhood's centrepiece, St Paul's Square, Selina

Birmingham takes its inspiration from the area's history and ever evolving environment.

Housing over 500 jewellery retailers over the years, the Jewellery Quarter is a national treasure and the beating heart of the UK's jewellery manufacturing, boasting more precious metal finery than anywhere else in the country - the perfect destination to pick out an engagement ring or shop for gifts for a loved one. Just minutes away from the city's three major train stations, New Street, Snow Hill and Moor Street, as well as the Metro that connects the city with the historical Black Country, it's the perfect spot for a weekend break. Add in its growing arts scene, independent museums, stunning architecture and wide range of excellent food and drink and live music options and there's no reason to leave.



BIRMINGHAM GUIDE

Selina's round-up of the best spots for coffee, cocktails and cultural
sightseeing in the city



THE BUTTON FACTORY



In the heart of the Jewellery Quarter, this unique venue has been lovingly restored to its original glory, and serves everything from breakfast, lunch and brunch to dinner and Sunday roasts

TILT



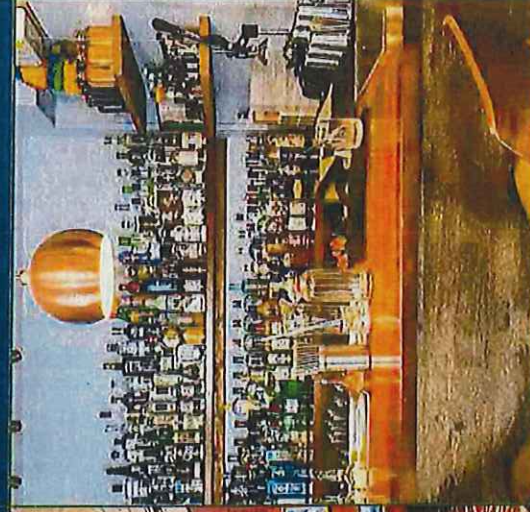
A multi-functional venue in Birmingham's city centre serving the very best in craft beer and artisan coffee, along with a broad selection of loose leafed teas, quality wines and spirits.

BIRMINGHAM MUSEUM AND ART GALLERY



Having first opened in 1885, BMAG is housed within a stunning Grade II-listed building, and is home to the largest public pre-Raphaelite painting collection in the world.

40 ST PAUL'S

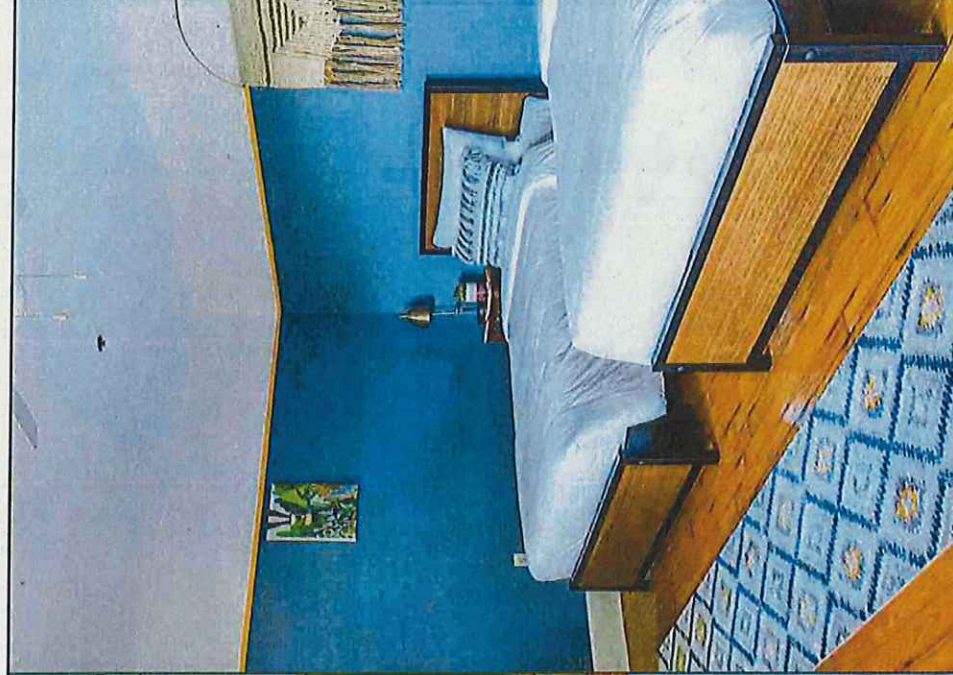


Voted the 2019 World Gin Bar of the Year, 40 St Paul's serves up a range of striking cocktails and gin serves, all within a beautiful setting in one of the city's most vibrant neighbourhoods.

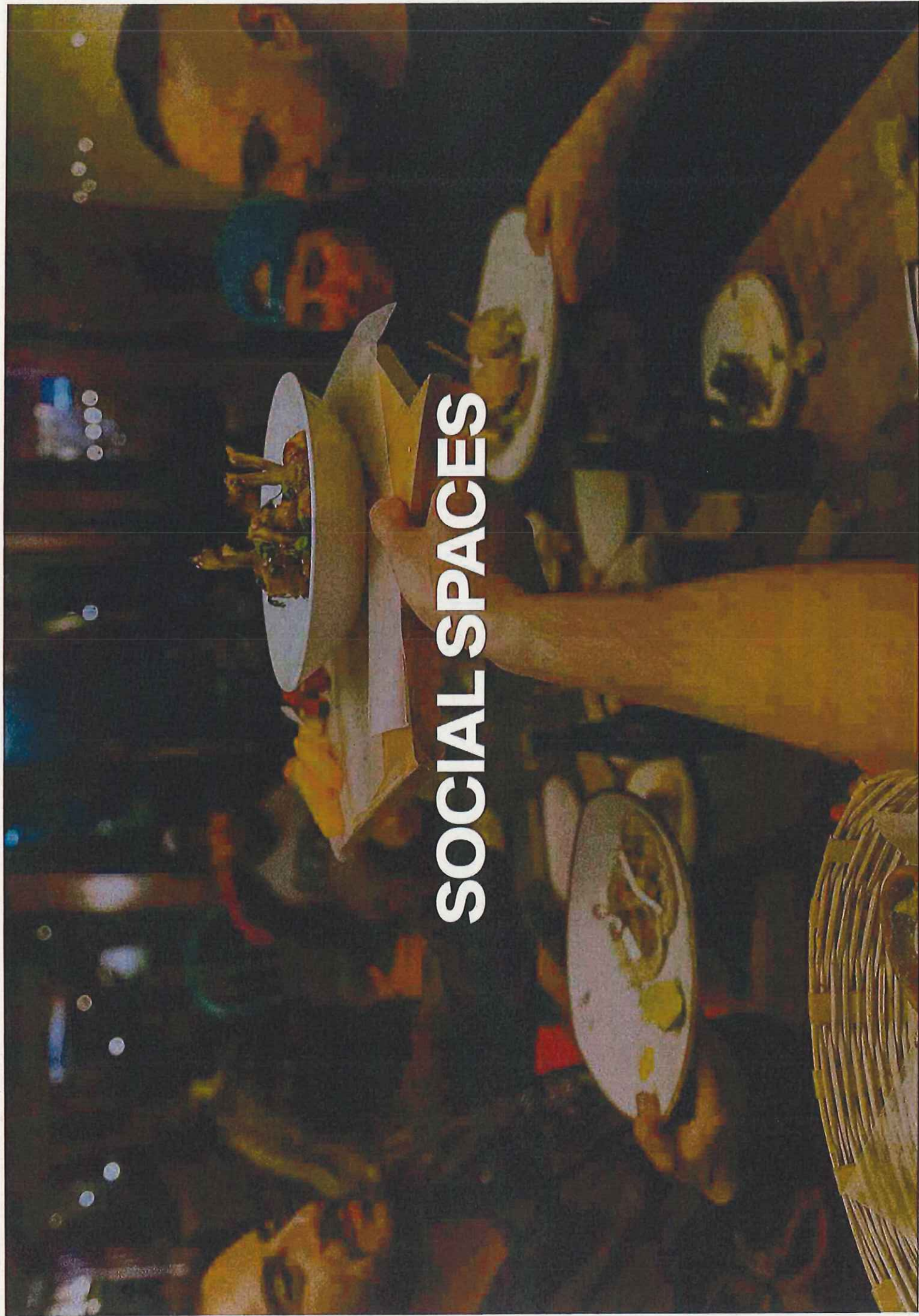
ACCOMMODATION



Rooms at Selina Birmingham have been designed to reflect Birmingham's creative spirit, with interior designer Lorna Keller working closely with local artists and the community to source artwork and materials that represent and embrace the local talent of Birmingham. Each of the 39 rooms has been given a quirky Latin-American twist, offering something fresh and unique to the accommodation sector in the city, with beautiful artwork adorning the walls of many of the suites.



Selina Birmingham offers 132 beds in total in a range of categories, including an airy loft, a suite, standard and micro-sized double rooms and community shared rooms for between three to fourteen guests – including a female-only option. Rooms rates start from £25 per night for a single bed and rise to over £200 for the higher-level suites, allowing us to cater to business, leisure and longer-stay travellers of all budgets.



SOCIAL SPACES

A welcoming, dynamic space, Selina Birmingham's lobby is the perfect social spot where guests can mingle and co-work against a backdrop of local art in its gallery space, and artisan coffee is available to keep you refuelled and raring to go. Our coffee shop kiosk will also supply locals and guests with flaky pastries and creamy yoghurts, baked goods, fresh salads, delicious sandwiches and melt-in-the-mouth cookies to enjoy on one of our sofas with friends or as sustenance as you work. Busy bees are also welcome to grab and go if they're on the move, and we'll have a range of local art available to buy from our on-site shop.

Selina Birmingham is also excited to introduce our brand-new Latin-American restaurant, El Mariposa, a hidden gem in the Jewellery Quarter. This striking space presents a welcoming and inclusive spot for friends to meet, lovers to hide and stories to be created. Inspired by the vibrant streets of Cuba, El Mariposa blends sun-bleached palettes with stunning floral and foliage displays to transport you to humid Havana nights. After kicking off with a diverse, healthy and delicious Latin themed breakfast, the restaurant then rolls on with an exquisite all-day menu encompassing a variety of Latin American dishes. Guests can enjoy succulent mojito prawns, agave & jalapeno glazed chicken wings and Spanish chorizo glazed in a red wine and honey sauce to share, paired with impeccable cocktails and fine wines. Finish off your evening with an authentic Chaja sponge cake soaked in rum peach syrup and topped with meringue, peaches, whipped cream and Dulce de Leche for the ultimate indulgent after-dinner treat.

Our exciting space also features a communal kitchen for longer-stay guests and those wanting the comforts of home, as well as a library and spacious activity centre. This impressive multi-layer space also hosts a fully equipped cinema room and film club, with a soft seating area allowing guests to relax and unwind after a long day exploring Birmingham.



WELLNESS & EVENTS



Selina's wellness experiences are set to be at the cutting edge of this blossoming Birmingham borough. Whether you're keen to practise mindfulness and be present in the moment, learn a new skill or wind down after a day's work in one of the city's most diverse and welcoming communities, Selina Birmingham will offer a robust program of wellness and activities to suit a variety of needs.

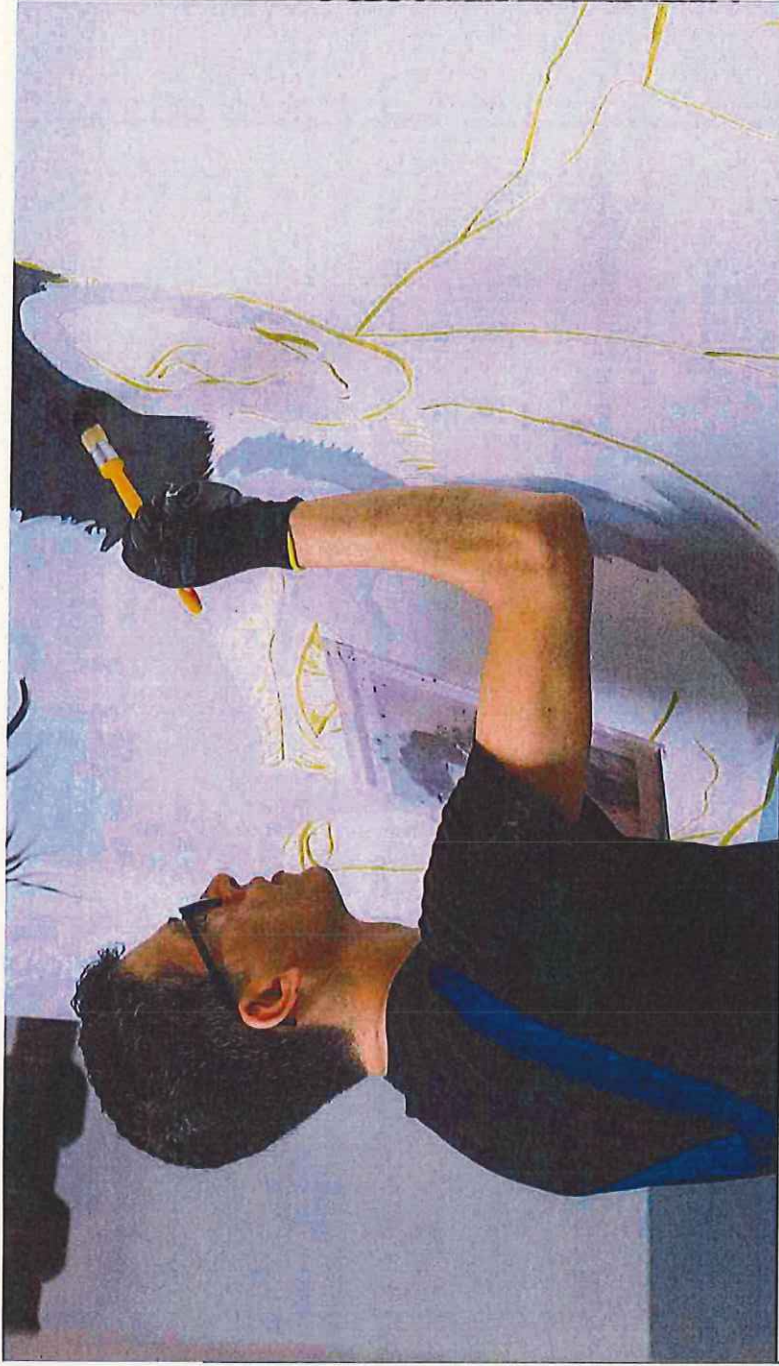
Whether you're a yoga lover looking to flow your way to a healthier mind and body or searching for something that will challenge you and make you sweat, guests and locals will enjoy our robust program of wellness activities, from dance school partnerships to in-house specialists offering a range of popular and more niche fitness activities.

Alongside this, our spaces will also play host to a range of educational activities, from jewellery workshops with the British Academy of Jewellery to aromatherapy classes with Lock & Latch, as well as floral master classes and panel talks.



LOCAL ARTISTS

Each stunning work of art within Selina Birmingham was created by an incredibly talented local artist, with the fruits of their labour proudly showcased on the walls in the lobby, staircases, restaurant and guest rooms.



STEPHANIE WOOLLARD

Portrait artist and Black Country native Stephanie's work is born out of defining her own fluid style and relentless practise. Her clean line-work and understated portraiture has become one of the most recognisable murals on our property.

JUSTIN SOLA

Birmingham local and renowned artist Justin predominantly works on portrait street art, where his work is relatively untouched as a mark of respect and is instantly recognisable. His impactful painting is adding some flare to our restaurant to become an iconic, recognisable backdrop at El Mariposa.



SIMONA MATUZZO

Birmingham-based Simona's intricately detailed hand-drawn paintings are inspired by nature, with her detailed line illustrations used to create beautiful murals in some of our suites. Her feminine paintings create a stunning backdrop for some of our higher end rooms and her passion for connecting nature, friends, family and loved ones through illustration shines through at Selina Birmingham.

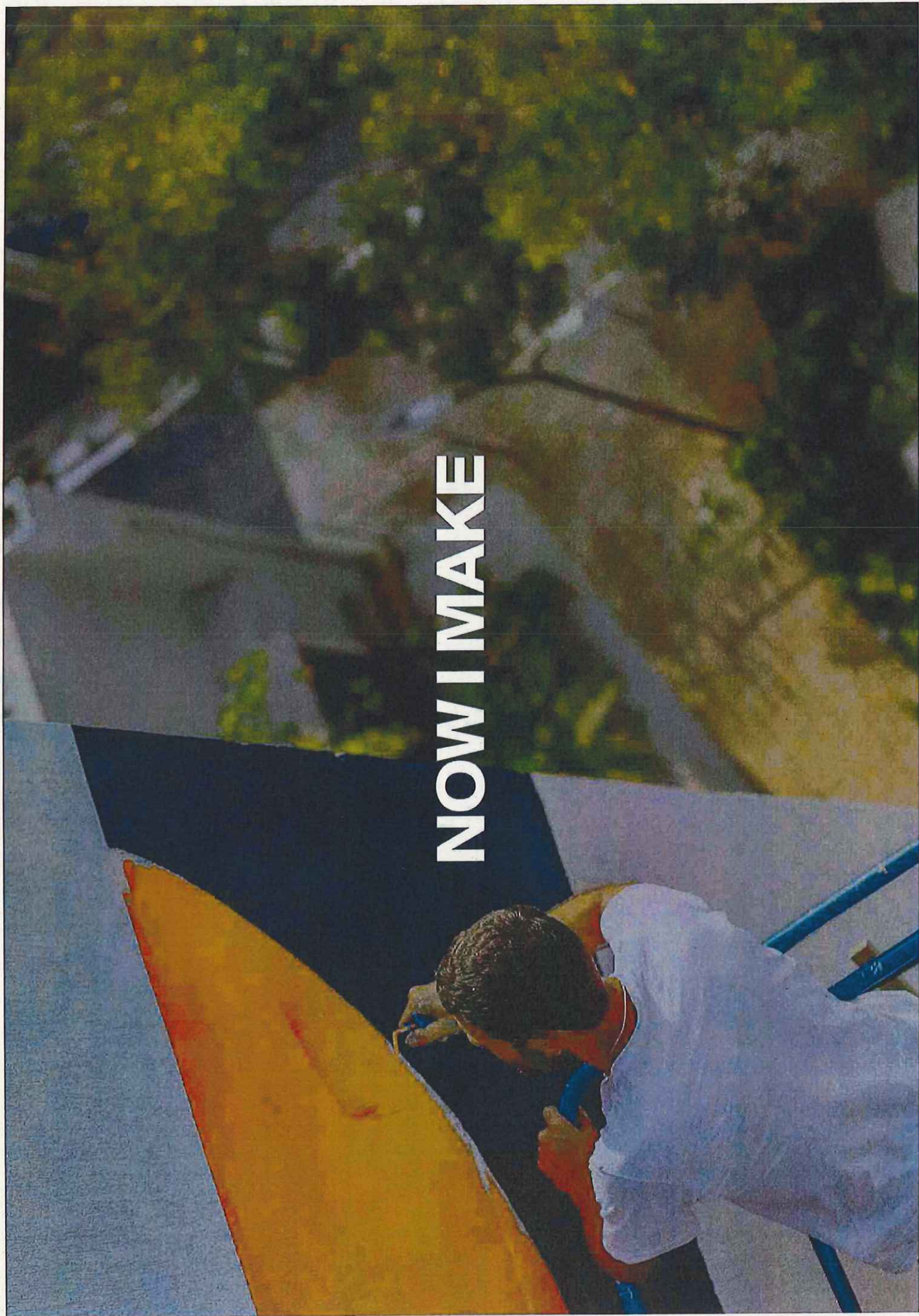
ANJULI MCKENNA

Known for her sleek, visual style as a graphic Birmingham artist, Anjuli's line work is influenced by Scandinavian design with a fresh, clean aesthetic with pops of colour and a rich range of cultural references. Anjuli's images are painted directly onto fabric and hung in many of our standard rooms.

ATELIER BEBOP

Mural and illustration artist Atelier BeBop, AKA Corbyn Wood, is a trained architect and illustrator and designer, operating under the creative studio moniker 'Atelier BeBop'. Fascinated by geometry and patterns amongst the lines, his art within Selina Birmingham focuses on colours and shapes complimenting each other in a playful way.

NOW I MAKE



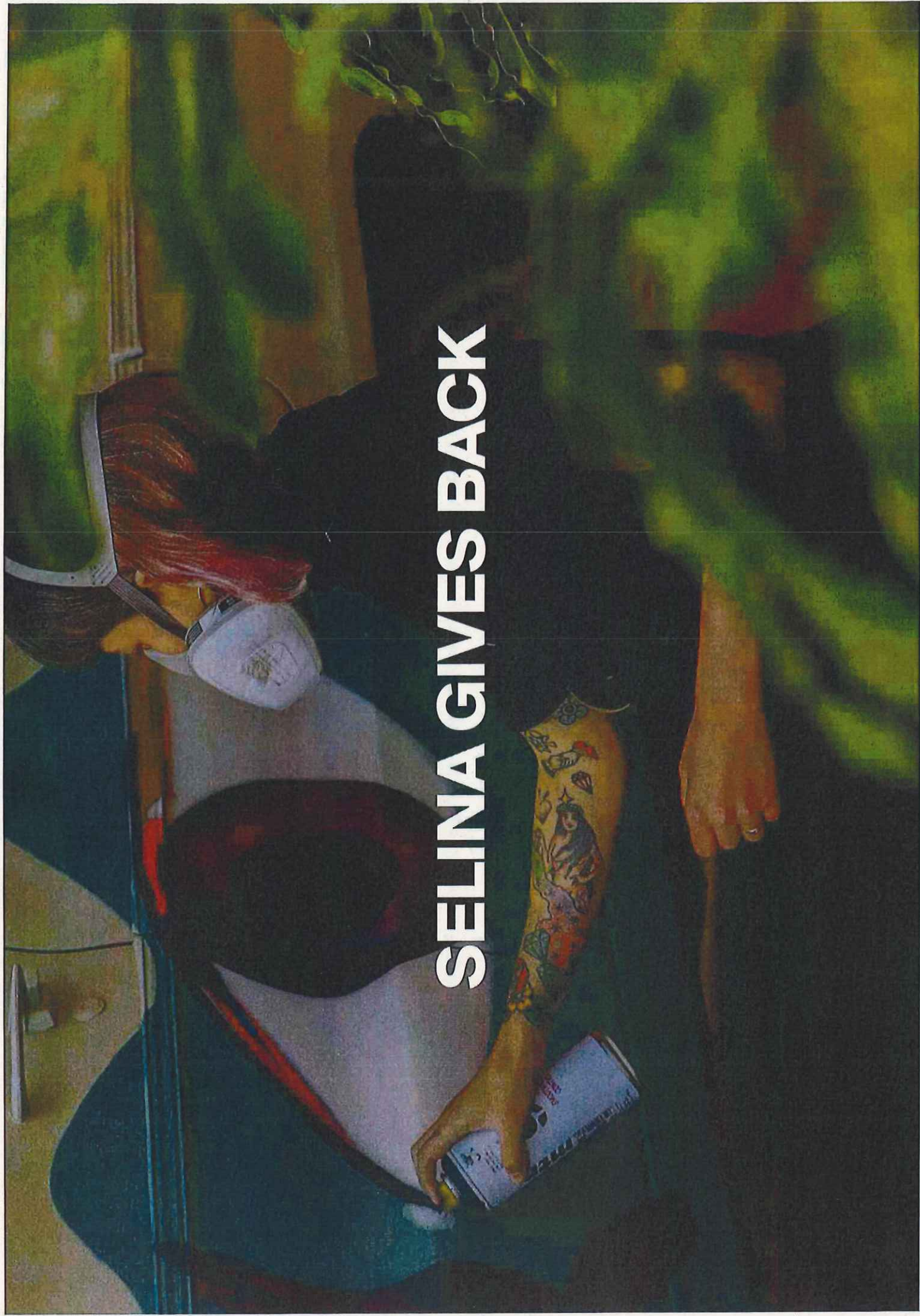
With an emphasis on corporate consciousness, environmental responsibility and sustainability, Selina upcycles everything from furniture to fixtures and fittings in order to create unique spaces. Selina's Now I Make workshops are designed to repurpose unwanted, previously owned objects, creating something of greater quality and environmental value to inject new character into a space. Each Selina has an existing inventory of furniture which is then recycled into stunning, modern pieces by a team of talented designers and craftspeople ensuring that each of our sites is truly one of a kind.

We always hire locally, researching artists and artisans, searching the area to find makers who can join us in our mission to develop beautiful spaces and integrate ourselves into the local culture. We also scout out antique stores, second-hand shops and markets to find pre-owned materials and objects that we can redesign and breathe new life into. The results are bespoke pieces of furniture and tailor-made fixtures that turn each and every Selina site into a truly special and unique space.

In order to transform each location, we set up a Now I Make workshop. This is the creative hub where designers, builders, craftspeople and artists meet to work together in realising a vision for the site. As well as furniture, we create beautiful lights, installations, murals and more to fully transform each building we occupy into an immersive Selina venue. All this highlights our steadfast commitment to making connections within our local community, collaborating with creatives at every opportunity. At Selina, we do more than just accommodation. We create spaces that capture the rhythms, colours and sights of the city, bringing the spirit of the community inside, resulting in impressive spaces built for everyone.



SELINA GIVES BACK



A forward-thinking hospitality brand with a social conscience, Selina connects its staff guests and neighbours with volunteering opportunities in order to give back to the local area.

Each and every Selina site strives to contribute to the community in which it operates through a wide range of activities and programmes. As an integral part of our ethos to be a sustainable and impactful organisation, the Selina Gives Back initiative comprises of a range of free projects which aim to bring about meaningful change through collective effort and engagement.

Committing 2% of our staff labour time to volunteer opportunities, Selina Gives Back highlights our unwavering dedication to integrating ourselves within the community. Through reaching out to partner with local organisations and inviting them to become a part of the global Selina ecosystem, we act upon our principles and invest in the importance of cooperation and collaboration.

From our environmental initiatives such as environmental education workshops, town clean-ups and reforestation work and to our creative programmes such as running classes in yoga and meditation, teaching English to locals, or leading sessions in arts and crafts, Selina Gives Back is a diverse and meaningful way from our staff, guests and neighbours to share our values and ethos with the world.

We thoroughly look forward to launching the Selina Gives Back initiative in Birmingham, inviting our new neighbours to participate in the programme and to work with us to share the power of Selina in the UK.





LA MARIPOSA

Served All Week from 7.00 until noon

Selina Breakfast

Seasonal Fresh Fruit, Sourdough Toast and Butter, Marmalade or Jam, Banana Bread and House Made Hibiscus Punch 6.00 Add two Eggs 7.00

ON TOAST

Sautéed Mushrooms with Truffle Salsa on Sourdough Toast **VE** 6.00

Add Egg 1.00

Baked Beans on Toast **VE** 3.50

Add Egg 1.00

BOWLS

Rustic Granola with Seasonal Fruit, Coconut Yoghurt and Agave Syrup **VE N** 4.50

Classic Porridge with sliced Banana, Dried Fruits, Date syrup, Pistachio, Oat Milk **VE N** 4.50

Mixed Fruit Bowl with Yoghurt and Honey on the side **V** 4.50

PLATES

Full English Two Eggs, Bacon, Cumberland Sausage, Vine Tomatoes, Portobello Mushrooms, Hash Brown, Baked Beans on Sourdough Toast 9.00

Full Mexican Breakfast Fried Eggs, Avocado, Pico de Galo and Queso Fresco 8.50
Add Bacon 9.00

Veggie Breakfast Two Eggs, Vine Tomatoes, Portobello Mushrooms, Baked Beans, Hash Brown, Pan Fried Halloumi on Sourdough Toast **V** 8.50

Vegan Breakfast Grilled Tomatoes, Sautéed Mushrooms, Baked Beans, Hash Brown, Scrambled Soy and Black Pepper Tofu on Sourdough Toast **VE** 8.50

EGGS

Smashed Avocado on Sourdough Toast with Lime, Red Chilli, Poached Egg and Coriander **VE** 5.00
Add Bacon 6.00

Huevos Rancheros Folded Eggs with Salsa Roja, Avocado, Queso Fresco and Coriander 6.00
Add Brisket Chilli 8.00

Eggs on Toast Poached, Fried or Scrambled on Buttered Brown or White Sourdough Toast **V** 4.50
Add Chorizo 6.00

Eggs Benedict / Florentine V / Royale 7.50

SOMETHING SWEET

Waffles and Syrup Stack of Two Waffles with Seasonal Fruit **V** 6.95

Add Smoked Bacon 7.95 / both 8.95

Selina Banana Bread with Crème Fraiche, Cinnamon Syrup, Blueberries & Mint **V** 6.50

ADD SOMETHING...

Poached / Fried Egg **V** 1.00

Smoked Salmon 3.00

Baked Beans **VE** 1.00

Smoked Thick Cut Bacon /
Cumberland Sausage 1.50

Sliced Avocado with Lime **VE** 1.50

Roasted Plum Tomatoes on Vine **VE** 1.00

Hash Brown **VE** 1.00

Fried Halloumi **V** 2.00

Portobello Mushrooms **VE** 1.50

Please inform our team of any allergies or dietary requirements when placing your order

#lamariposa

#selinabirmingham

LA MARIPOSA

Served Daily from Noon

SMALL PLATES - Sunday - Thursday - 3 for 14.00

Agave & Jalapeno Glazed Chicken Wings

Oregano, Coriander, Peanuts
and Fresh Lime 6.00

Chili Beef Brisket Tacos

Pulled Beef Brisket with
Melted Manchego Cheese 6.00 / 13.00

Pan Fried Chorizo

Spanish Chorizo glazed in a Red Wine
and Honey Sauce 6.00

Black Pepper Tofu

with marinated Watermelon and Cucumber,
Lime, Mint and Coriander 5.50

Albondigas

Beef, Chorizo and Pork Meatballs
in a rich Tomato Sauce 6.00 / 12.00

Mojito Prawns

King Prawns in a Mojito Batter
with a Rum Mayo 6.50

Classic Nachos

Homemade Salsa, Guacamole & Sour Cream
5.00 / Add Chilli Brisket 6.50

Quesadilla

Grilled, brushed with Paprika, Onion, mixed
Peppers and melted Manchego Cheese 4.50

Add Chilli Brisket / Chicken 6.00

Crispy Calamari

with Lemon & Garlic Aioli 6.00

Roasted Halloumi

with Chilli & Garlic 5.00

MAINS

Chilli Beef Brisket Rice, Nachos, Guacamole and Sour Cream 12.00

Fajitas Sautéed Onions, Mushroom & Peppers with Lettuce, Flour Tortilla Wraps, Salsa
and Guacamole & Sour Cream with Halloumi 9.00, Chicken 11.00, Beef Brisket 13.00

Mariposa social's Mojito Battered Fish, Chips and Chipotle Tartar Sauce 11.95

Spicy cod stew Sweetcorn, potatoes, spiced tomato sauce, chargrilled tortillas 13.00

Mexican Beef Burger Homemade Chipotle Mayo, Monterey Jack Cheese,

Pico de Galle, Latin Slaw, sourdough, chips and Mojito battered Onion Rings 13.00

Halloumi and Roasted Red Pepper Burger Homemade chipotle mayo, Monterey jack cheese, gem
lettuce on sourdough and chips 10.00

Please inform our team of any allergies or dietary requirements when placing your order

SIDES

Fries V 2.95

Paprika Sweet Potato Fries V 3.50

Latin Slaw V 2.95

Green beans with lemon and garlic VE 2.95

Mixed Salad VE 2.95

Paprika Corn on the cob 2.50

Mojito battered Onion Rings 3.00

PUDDINGS

Selina Banana Bread coconut ice cream, syrup,
blueberries & mint V 6.00

Ice Cream three scoops of chocolate, vanilla, pistachio, V
or coconut ice cream VE 4.00

Chaja Sponge Cake, Rum Peach Syrup, Meringue, Peaches,
Whipped Cream, and Dulce de Leche 6.00

Picarones Sweet Potato Doughnut in Chancaca, a sweet
Peruvian syrup 6.00