

FOR IMMEDIATE RELEASE

## The House Collective Announces a brand new House in Xi'an



**Hong Kong, 22 February, 2024** – Following the groundbreaking ceremony of Taikoo Li Xi'an, a joint venture between Swire Properties and Xi'an Qujiang New District, The House Collective is delighted to announce the latest addition to its growing family of ultra luxury properties. The House in Xi'an (exact name to be revealed in due course) marks another key milestone in the brand's expansion plan following the announcements last year of the new Houses in Tokyo and Shenzhen.

The House Collective is an award winning group of refined, highly distinctive properties that defy comparison. Launched in 2008 with the opening of The Opposite House, The House Collective creates and manages distinctive hotels, each with its own cultural character and architecture. The Opposite House in Beijing, The Upper House in Hong Kong, The Temple House in Chengdu and The Middle House in Shanghai are created for seasoned travellers who seek originality, style and personalised service in luxury travel. Each House is uniquely imagined and inspired by its location – from Beijing's prominent art scene, Shanghai's high fashion style, Chengdu's tea and tranquility, to the bright lights of Hong Kong - with distinctive design, exceptional culinary experiences, and individualised hospitality to be found at each. By taking a people-first approach, The House Collective creates spaces and stays which are both inspiring and effortless, setting the brand apart and earning the Houses loyal fans world-wide.

"This new House in Xi'an, a city of such historical and cultural significance, marks another important step in the growth of The House Collective brand," said Toby Smith, Deputy Chairman of Swire Hotels. "We always strive to create memorable experiences that truly



marry our passion for luxury hospitality with the local culture, and this world heritage site, with its Jianfu Temple, a royal temple of Tang Chang'an, offers the perfect stage for us to continue this journey."

The House in Xi'an is located within the Small Wild Goose Pagoda historical and cultural zone, as part of Swire Properties' mixed use development Taikoo Li Xi'an, where extensive resources have been devoted to researching the historical background and preserving the site's cultural relics and traditions. The House is estimated to open its doors in 2028 and will offer approximately 115 hotel keys and 55 residences (serviced apartments), with the majority of rooms having excellent views of the pagoda. Designed by award winning Japanese architect Shigeru Ban and interior design firm LAYAN, the House will offer a complete range of luxury destination experiences, including dining, art, culture, lifestyle and wellness.



## **About Swire Hotels and The House Collective**

Swire Hotels creates and manages distinctive hotels in Asia and the United States under two brands, The House Collective and EAST, providing an unscripted and authentic guest experience for travellers who seek originality, style and personalised service.

The House Collective is a group of refined, highly individual properties that defy comparison. Each uniquely imagined, The Opposite House in Beijing, The Upper House in Hong Kong, The Temple House in Chengdu and The Middle House in Shanghai were designed for seasoned travellers who seek a different, intimate and personalised experience in luxury travel. Each House is a sophisticated, singular piece of design, created by talented architects and designers, that reflect the unique qualities of their surroundings.

[www.thehousecollective.com](http://www.thehousecollective.com)



THE HOUSE  
COLLECTIVE



Artistic impression of Taikoo Li Xi'an



Project rendering of Taikoo Li Xi'an with  
new House location



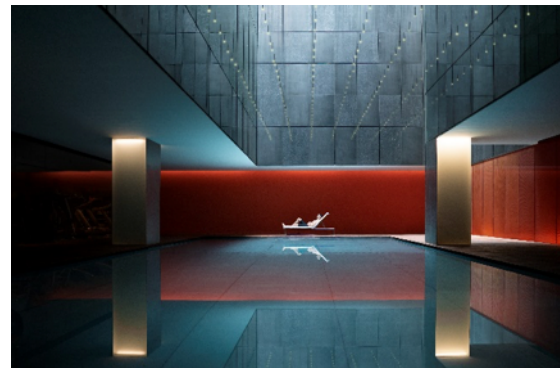
The Middle House Shanghai



The Upper House Hong Kong



The Temple House Chengdu



The Opposite House Beijing

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