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EAST, Hong Kong, Houses Collection of Contemporary Art

(Hong Kong, 18 October 2010) Lifestyle business hotel by Swire Hotels in Hong Kong, EAST houses a collection of contemporary art.

The art collection is inspired by the hotel's location at Swire Island East with its close proximity to many advertising, architectural and fashion companies as well as the rugged stonewalls protruding from the hills immediately surrounding EAST.

The featured artworks include those from artists such as Sui Jianguo from Mainland China, Australian Jayne Dyer currently living in Beijing, Lincoln Seligman from London, British-born Hong Kong resident, Gerard Bookle, and local Hong Kong artist, Danny Lee.

"The figurative direction of the artworks within EAST is loosely based on the colourful Pop Art movement that made its name in the United Kingdom in the 50s, becoming more prevalent in the USA in the 60s and is currently now gaining worldwide recognition again in China," stated Alison Pickett, art consultant for Swire Hotels.

"Pop Art is defined as an art form that depicts objects or scenes from everyday life and elements of popular culture, often executed in bright colours and through the use of commercial or industrial materials, such as fibreglass and painted metal. The works commissioned for EAST convey both the modernity of popular culture today as well as being true to EAST's branding as a lifestyle business hotel" said Alison Pickett.

Designed by William Lim of CL3 Architects Ltd, EAST incorporates the use of natural materials such as wood and stone which provide a neutral backdrop for the many colourful and inspired works of art showcased throughout the property.

All artworks within EAST express nature, youth and vitality in line with the modernity of their surroundings. These include the cave crafting of Horse, the inspired cascade of butterflies and leaping fish by Jayne Dyer and Lincoln Seligman, and the use of bamboo for birdcages by Kum Chi Keung at the lobby, ground floor and first floor.

The figurative dinosaurs in acid colours of orange, turquoise, pink and yellow in the suites were designed by Sui Jianguo, one of the most promising sculptors of the 21st century, and inject brightness, warmth and a touch of humour into the spaces.

The surrounding exterior of EAST has also been transformed by Sydney-based artists George and Ilza Burchett. They have turned four rock slopes in Hong Kong's Island East district into monumental paintings by reinventing the most ancient form of visual expression: rock art. Selecting universal and timeless themes of man and

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horse, the Burchetts have created a series of images that invites viewers to revisit the entire history of art, from prehistoric cave paintings to modern masters.

The London-born Hong Kong resident, William Furniss is a photographer renowned for capturing the essence of international hubs including New York and Paris. William has photographed the natural surrounding of EAST, keeping in tune with the hotel's design, and these photographs are displayed through plasma screens in the lobby and rooms.

The Hong Kong Polytechnic University - School of Design final year students were commissioned by EAST to develop a video themed "Fast Pace Hong Kong", which symbolizes Hong Kong's energy and the work-life balance. The video consists of two sessions of each 30-minute and will be re-taken on a bi-annual basis.

"We are delighted to house contemporary art collection and work with the local and international artists. Our goal has always been to create different and surprising experiences that complement the lives of our guests and neighbors and enhance their lifestyle, while meeting social responsibility and supporting local community from the art and design perspectives", said Warren Tam, General Manager of EAST.

About EAST

A lifestyle business hotel by Swire Hotels in Hong Kong, EAST offers 339 rooms and 6 suites with harbour or urban views and state-of-the-art communications technology: 37-inch, high definition LCD TVs with numerous satellite and cable channels, the latest iHome / iPod-touch® technology, simple connectivity for laptops and complimentary broadband / WiFi Internet throughout EAST for savvy business travellers.

EAST also features a 24-hour gym *Beast* (Body by EAST) and an outdoor heated swimming pool.

On the 1st floor, the casual all-day dining restaurant *Feast* (*Food by EAST*) serves international cuisine and authentic specialties of Asia, *Feast's* philosophy is "simple things, done well". Accessed by a distinctive bird's nest-style staircase, it has a takeaway menu including breakfast to go.

On the 32nd floor, rooftop lounge bar *Sugar* (*Bar.Deck.Lounge*) provides an extensive alfresco terrace with views across the harbour. *Sugar* is a place to unwind, chill out on the outside deck, and offers signature and classic cocktails, tapas and nightly DJs. The venue is also available for private bookings during the day for private functions, meetings, team-building, launch events and parties.

The hotel is conveniently adjacent to Tai Koo MTR station and just a short drive from Central, Hong Kong.

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About Swire Hotels

Swire Hotels has been created to manage intriguing urban hotels in Hong Kong, Mainland China and the United Kingdom, providing a characterful experience for travellers who seek individuality, style and personalised service.

The Opposite House, Beijing, opened in 2008 and was followed by The Upper House, above Pacific Place, Hong Kong, in October 2009.

Swire Hotels opened a 345-room lifestyle business hotel called EAST, Hong Kong in Hong Kong's Island East, on 25 January 2010. EAST, Beijing with 369 rooms, located within INDIGO in Jiangtai, will open in 2012.

Swire Hotels has launched a new collection of locally inspired and stylish hotels in the heart of great British towns and cities called Chapter Hotels. The first hotel in the collection, The Montpellier Chapter, opened on the 29th November in Cheltenham. The second Chapter hotel will open in Exeter in 2012.

About Swire Island East

Swire Island East is one of Hong Kong's best planned and most efficiently serviced business districts, comprising the retail and office centres of Cityplaza and TaiKoo Place. All of this area is managed by Swire Properties. Following the completion of One Island East, the portfolio now offers approximately 9.76 million sq ft of prime retail and office space for local and multinational corporations. A wide range of cosmopolitan business and leisure amenities are situated within the area, including the approximately 1.11 million sq ft Cityplaza shopping centre, Butterfield's private members club, lifestyle business hotel EAST, multi-purpose venue ArtisTree, over 60 restaurants and cafés with parking for over 6,000 cars.

Issued by EAST.

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