



THE HOUSE
COLLECTIVE

FOR IMMEDIATE RELEASE

The House Collective Launches 'COMING BACK' Programme, Inviting Guests to Rediscover Unique Experiences this Summer

The ultimate urban escape awaits at three Houses across Beijing, Shanghai, and Chengdu – blending Art, Joyful Living, and Culinary experiences



Shanghai, July 2022- **The House Collective** is presenting an invitation to its oases of tranquillity for a summer vacation that will free the body and soul. The houses in Chinese Mainland, The Opposite House, The Middle House and The Temple House have launched the 'COMING BACK' summer guest experience programme starting this July. From a modern artistic ambience in Beijing, a balanced healing journey in Shanghai, to a seasonal feast in Chengdu, each house provides a unique experience, welcoming guests back with a warm and meaningful reunion.

Discover Art at The Opposite House

This July, The Opposite House is partnering with RIMOWA to reveal "As Seen By", an exhibition that accentuates the House's own striking architecture and atmospheric artistry. Taking a higher perspective on RIMOWA's iconic materials, the exhibition's international and Chinese artists have applied RIMOWA's signature grooved aluminium-magnesium alloy panels and accessories to create an avant-garde experience. Each piece is infused with the artist's distinctive skill and visual articulation as they explore pioneering travel concepts and a reinvention of material expression. Showcasing the artists' diverse perspective, the exhibition will be on display in the Atrium from 21 July to 7 August.

To enrich the artistic escape, The Opposite House is also offering an Artfully Staycation. Guests can savour Silk Road inspired cocktails at the elegantly crafted UNION Bar, as well as RMB 500 dining credit to enjoy in Michelin-starred restaurant Jing Yaa Tang, modern Italian eatery Frasca, or the Sichuan-inspired neighbourhood hangout Superfly.

****The Artfully Staycation offer is available from 21 July to 7 August 2022, offering an additional RMB 300++ on top of the Hotel Best Available Rate to enjoy Frasca breakfast for two, RMB 500 dining credit in all restaurants and bars, and a house gift.*



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Discover Joyful Living at The Middle House

Answering to guest demands for healthier lifestyles, Mi Xun Spa at The Middle House has launched the wellness programme '**Joyful Living**'. In partnership with SpaChina, INDIBA® and FightOn, Joyful Living builds on nutrition, mental health and smart technology to empower health and wellbeing, and ensure a rejuvenating journey for guests.

SpaChina has built on its expertise to craft a programme that focuses on the importance of taking care of mental wellness and encouraging healthy, comfortable living. FightOn, the official partner of the Chinese Nutrition Society, offers superior nutritional solutions and dietary science to guests at the House. INDIBA®, a Spanish pioneer in non-invasive medical radiofrequency technology, brings 39 years of history as the preferred brand of the world's most elite athletes. Its Proionic® is a leader in the physiotherapy and aesthetics field, utilising a specific frequency of 448 kilohertz to restore and energise original cell function. Guests can choose from three INDIBA® wellness benefits for a tailored solution that enhances total health, beginning 20 July through the end of October:

- **INDIBA® Immune System Healing** helps boost the immune system, improves bronchi function, and relaxes muscles. Proionic Cell Boost's patented technology stimulates healthy cell function and revitalization.
- **INDIBA® Abdominal Shaping Treatment** activates cells' metabolic rates and reducing or removing fat. It can effectively manage cellulite while shaping the skin, stimulating collagen production and making the skin firmer.
- **INDIBA® Sub-Health Neck and Shoulder Healing** brings a patented electrothermal function that effectively acts on muscle strain and joint pain. It improves blood circulation while increasing the delivery of nutrients and oxygen, focusing on cervical spine health to improve overall quality of life.

*** *INDIBA® Immune System Healing is priced at RMB 1,680 for 60 minutes; INDIBA® Abdominal Shaping Treatment is priced at RMB 1,380 for 45 minutes; INDIBA® Sub-Health Neck and Shoulder Healing is priced at RMB 1,380 for 45 minutes.*

Discover Culinary Delicacies at The Temple House

Chengdu has long been known as a gourmet's destination. Recognised as a UNESCO City of Gastronomy in 2010, the provincial capital offers a vibrant food scene that epitomises the depth and complexity of Sichuan cuisine. In a celebration of The Temple House's seventh anniversary and Mi Xun Teahouse's return to Zhuanghuali, Executive Sous Chef Tony Xu collaborated with seven distinguished chefs from the city's Michelin-rated restaurants. Guests enjoyed a stunning banquet with each course prepared by a different chef and inspired by a different element of Sichuanese culture.

Nestled in the historical building, Mi Xun Teahouse is immersed in an ambience of elegance and tranquillity that seems worlds away from the bustling city outside. Since its opening in 2015, it has become a city favourite for its fine tea and the delectable vegetarian offerings on a refined vegetarian menu that is inspired by the healthful dishes once served at Daci



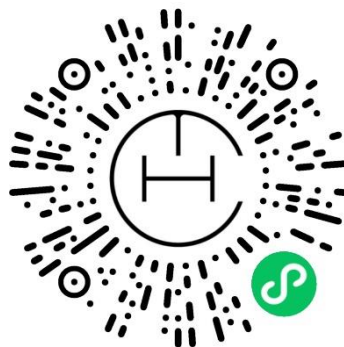
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Temple. New summer dishes include **Baby Cucumber with Sweet and Sour Dressing**, which is simply seasoned to restore the fresh flavour of the seasonal vegetable; **Fried Wild Mushroom with Black Dry Beans**, which uses classic Sichuan seasoning on the finest mushrooms from the Yunnan and Guizhou plateau to bring out their natural flavours; and the creative **Mashed Taro with Pecan**, a delightful combination that highlights taro puree and crispy bacon fruit. A complete spread of traditional Chengdu desserts, **Black Herbal Jelly and Iced Jelly with Dark Cane Sugar Syrup** complete the menu to make it a must-taste experience.

In collaboration with Peddlers Gin, the first Chinese crafted gin, The Temple House presents Summer Neon Gin Garden at JING. In August, guests may discover the flavours of crafted cocktails made with Peddlers Salted Plum Gin!

****The Mi Xun summer menu is available from now until 31 October, priced at RMB 58 for Baby Cucumber with Sweet and Sour Dressing, RMB 68 for S Fried Wild Mushroom with Black Dry Beans, RMB 58 for Mashed Taro with Pecan, and RMB 98 for the Black Herbal Jelly and Iced Jelly with Dark Cane Sugar Syrup*

Enjoy the best of summer with a collection of unique experiences found. The House Collective looks forward to welcoming guests back to its three distinctive Houses to get rejuvenated and experience the local culture. Guests can also get connected through The House Collective WeChat mini programme, where they will find exclusive dining and accommodation privileges while staying up-to-date on food, drink, and latest happenings updates. All users can enjoy a 50% discount on food and beverage and spa packages valid until 31 December 2022, while new users can enjoy exclusive benefits such as free breakfast and dining credits when they register and book through the mini program for the first time.





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RIMOWA 'As Seen By' Art Exhibition at The Opposite House



The Artfully Staycation at The Opposite House



The Middle House 'Joyful Living'



INDIBA® Wellness Benefits at The Middle House



Michelin-Starred Restaurant Mi Xun Teahouse at The Temple House



Summer New Flavour at Mi Xun Teahouse

About The House Collective

The House Collective by Swire Hotels is a group of refined, highly individual properties that defy comparison. The Opposite House in Beijing, The Upper House in Hong Kong, The Temple House in Chengdu and The Middle House in Shanghai are all uniquely imagined properties 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.