

FOR IMMEDIATE RELEASE

The House Collective Introduces “Updated Memories”, as Told by Revered Creatives

“Updated Memories” brings the four Houses and cities to life through music, flavors, and sight. Friends of The House Collective share their memories of time spent at the Houses in their respective artistic mediums, reconnecting with the brand’s global network of travelers.



9 November 2022, Hong Kong – The House Collective announces its “Updated Memories” campaign, an ode to reconnecting with and re-exploring different cities after being away for so long. With the help of global creatives [Verbal \(Ambush\)](#), [Dr. Woo](#), [Benji B](#), and [Yoyo Cao](#) – all coined the [Global Nomads](#), the campaign highlights the four cities of the Houses: Beijing, Hong Kong, Shanghai and Chengdu. The House Collective will bring the essence of each property and its city to life through cocktails, music, and visuals; with each expression representing the past, present, and future.

Apart from installations at each House, The House Collective will also bring all the elements of these “Updated Memories” together through striking design in a [digital zine](#). Available to a global audience, the digital zine creates a portal to The House Collective’s ethos and the individual properties that contribute to it.

Teresa Muk, Head of Brand and Strategic Marketing states “We hope that The House Collective can become a link between travelers and their destinations by being more than a place to stay. This time, we have joined hands with global creatives who are also friends of the Houses, to use diverse mediums to showcase memories of the cities. This fits perfectly within the cultural and artistic pursuit of The House Collective.”

In order to bring these “Updated Memories” to friends beyond the four cities, starting from mid-November The House Collective will also be partnering with various bars to host pop-ups in metropolitan cities that The House Collective’s friends call home. In New York City, The House Collective will be featured at the famed [Temple Bar](#) from 9 to 21 November with the limited-edition “Updated Memories” cocktails. In Singapore, the pop-up will take place in [Night Hawk](#) bar from 5 – 17 December. A chance to win a two-night stay at The Upper House, The Middle House, The Temple House, or The Opposite House will also be up for grabs at all pop-up venues.

The Past: Memories in a Glass

The first component of the campaign represents flavors, through [cocktails](#). Concocted to rekindle fond memories, mixologists from each House will create three cocktails inspired by signature flavor and the scents of the cities. To showcase Beijing's signature dish, Harry Zhang, the mixologist from the [UNION](#) bar has created the Pekin Dandy with Beijing roast duck fat.

The Present: A Mirror of the Present

The second component represents the present, through visuals. Content creators will produce short films to depict each city in its current form, with monologues by the Global Nomads who share their memories of the Houses and the cities. Through [Verbal \(Ambush\)](#)'s dialogue, he recalls memories of late nights DJ-ing in Shanghai, which is characterized vividly in the short film. [Yoyo Cao](#) on the other hand speaks of her appreciation of Chengdu as a melting pot – of beauty, dynamism, and cuisine.

The Future: Listen to the Future

Third is the representation of the future, through music. The House Collective asked each Global Nomad to share music that reminds them of the beautiful cities, curated on the premise of what to look forward to. Each city is represented by a different Global Nomad, and these tracks come to form the House Frequencies playlist, a sonic journey that takes listeners into the future. [Benji B](#), British DJ and music producer, compiles tracks that represent his memories and anticipation to once again relax and wind down at The Opposite House in the heart of Beijing. [Dr. Woo](#), famed Los Angeles-based tattoo artist, shares the sounds that help him feel right at home in The Upper House.

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The Digital Zine can be found here: [Link](#)
More Images Here: [Images](#)



The Opposite House Cocktail: The Wooden Room



The Upper House Cocktail: TaMartini



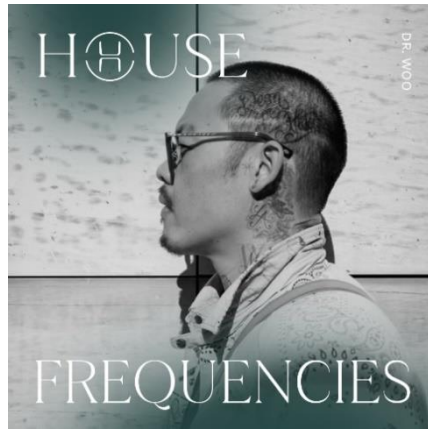
The Middle House Cocktail: Shanghai Coffee Highball



The Temple House Chengdu Cocktail: Pepper Bazaar



Global Nomad: Benji B



Global Nomad: Dr. Woo



Global Nomad: Verbal (Ambush)



Global Nomad: Yoyo Cao



The Opposite House Exterior



The Upper House Salisterra Green Room



The Middle House Entrance



The Temple House Exterior

APPENDIX A - UPDATED MEMORIES BY HOUSE

The Middle House, Shanghai

In the bustling Jing'an District, The Middle House is the newest addition to The House Collective, best known for providing an elegant and calm oasis in one of Asia's most sophisticated cities. The Middle House's [Café Gray Deluxe](#) mixologist, Gary Hu, created the Shanghai Coffee Highball, which reflects the rising artisanal coffee trend in the city. Shanghai photographer [Shuwei Liu](#) will capture The Middle House's mix of bold lines and clean silhouettes found across the property. The House also engaged [Verbal \(Ambush\)](#) for the Global Nomads Playlist, one of Tokyo's premier style icons. His background in hip hop and graphic design respectively align with The Middle House's ethos of placing style at the forefront of the guest experience, and his memories of late nights DJ-ing in Shanghai is characterized vividly in the short film.

The Upper House, Hong Kong

The Upper House is an intimate urban retreat with soaring views of Hong Kong's harbor and hills. Its use of natural materials and bespoke architecture are integrated to create a sophisticated and modern residence. The House's Mediterranean-inspired dining concept, [Salisterra](#), incorporates the aromas of Hong Kong in its TaMartini, a play on the Dirty Martini, created by mixologist Raphael Holzer. Hong Kong-based photographer [Vivien Liu](#) will capture the urban feel of The Upper House in a portrait-like approach, in addition to the natural landscapes surrounding the House. The Upper House sound is brought to life

through the creative vision of [Dr. Woo](#), famed American tattoo artist known for weaving various cultural influences into his needlework with his interest in art, music, and fashion – similar to The Upper House. This dialogue lends itself to complementing the film and his fond memories of the House.

The Opposite House, Beijing

The Opposite House in Taikoo Li Sanlitun, Beijing, is meticulously constructed as an art gallery rather than a hotel. The mixologist, Harry Zhang, from the [UNION](#) bar, created the Pekin Dandy, a translation of the popular Beijing dish. To showcase the capital city is [Domino Zhang](#), who captures the old with the new in his short film. For an element of sound, [Benji B](#), popular British DJ and music producer, compiles tracks that represent his memories of relaxing and winding down in The Opposite House in the heart of Beijing.

The Temple House, Chengdu

The Temple House is set in a beautifully restored, hundred-year-old courtyard built in the Qing Dynasty. Guests experience traditions that have stood the test of time. Paying homage to rich traditions in Chengdu, William Zhang from [JING](#) at the Temple House has created the Pepper Bazaar, an ode to Chengdu's famous pepper market. The historic and charming House is brought to life by [Kurt Dacheng Ji](#), who will capture the Temple House's historic features in his short film around Chengdu. The musical inspiration of [Yoyo Cao](#), one of Asia's top style-setters, will be shown in her playlist representing her experience in Chengdu.

About The House Collective

The House Collective by Swire Hotels 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.

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