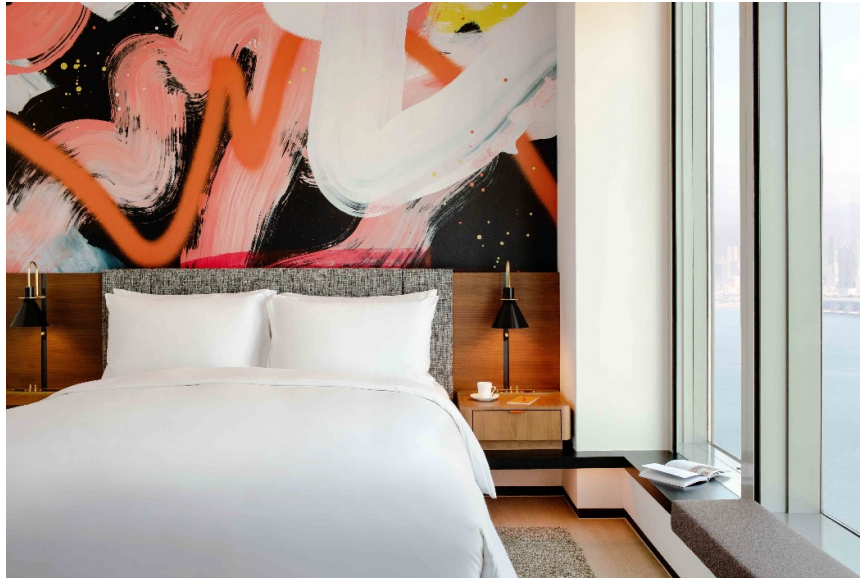


Press Release – FOR IMMEDIATE RELEASE

EAST Hong Kong Unveils the New Look of its Guest Rooms

An upgraded stay experience designed with human touches, sustainability efforts and style



(Hong Kong, 23 November 2020) After 10 years of continuous service to the community, the guest rooms at EAST Hong Kong are getting a timely and elegant upgrade, incorporating guests' feedback over the years and chic modern trends.

The concept of a contemporary lifestyle business hotel was entirely ground-breaking a decade ago, in the effort of combining comfort and efficiency with a sense of fun. Situated in the heart of Taikoo, the hotel is loved by both business travellers who seek a good work life balance and leisure voyagers who enjoy being close to the city's heart, as well as enticing urban adventures.

To ensure a seamless transition from the original look to the refreshed expression, the hotel has invited CL3 Architects Ltd – an award-winning and hotel's original architecture and interior design studio to carry out the refurbishment, joining hands to curate and put forth an updated and unparalleled stay experience. The makeup of 345 guest rooms and suites is set to be completed in 2021 Q2.

"We are very glad to be invited back for the room refurbishment of EAST Hong Kong after 10 years.

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EAST is a business lifestyle hotel concept originated from Hong Kong. Our vision was to create a contemporary and modern design to the guest rooms which suits the changing scene in the world of business and travel." said William Lim, Managing Director of CL3 Architects Ltd.

The refurbishment and design thinking behind are based on three core elements – eco-friendliness, user-friendliness and a sense of home, which crucially differentiate one’s impression of the new guest room to that of 10 years ago.

Eco-friendliness

With sustainability being the heart and soul of the vision for development at Swire Hotels, eco-friendliness comes first naturally, achieving our goals of growth while exerting minimal adverse impacts to the community and environment around us. From the selection of materials to the provision of bottled soap and filtered water for drinking, efforts to reserve and reduce energy can be seen easily. And with hopeful thinking, the well-thought-out design not only will it provide a taste of what it is like to live sustainably, but also inspire our guests to continue leading their lives being environmentally conscious.

User-friendliness

An open concept which addresses every functional need, using technology as a bridge, bringing the human touch to the experience forefront. From the newly designed wardrobe, the mini bar to the bed side experience, every detail was designed to commit a user-friendly stay to our guests. With a view of providing a playful, yet professional space for guests to work and recharge, the open plan, open wardrobe, window seating bench, movable furniture, etc, all aims to innovate and to provide flexibility for a modern business lifestyle.

A sense of home

A place where it all starts – From the choice of furnitures and fittings, the multicoloured notice board, the wardrobe with the coat hook, the mini bar and coffee machine, all of the amenity upgrade was carried out with the intention to create a homely ambience where guests can feel at ease and be themselves.

Adding a touch of artsy vibes and playfulness, EAST has commissioned Australian artist – Rowena Martinich to create an art piece which invites rays of energy and evokes interactive visual movements to the guest rooms. The piece – Incandescence, conveys the energy of incandescence, the emission of visible light by the sun, which matches perfectly with EAST’s brand voice – ‘EAST, where the sun rises, where every new day begins and its sense of uplifting warmth.’



The art piece imbues movement, radiance and white heat, with the colour orange which is EAST's brand colour being the cornerstone of the work. The piece has been curated and enlarged in an artistic manner to become the headboard of our new guest rooms. Despite its visual vibrancy, the piece harmoniously activates the rooms which aspires to catch guest's eyes instantaneously upon their arrival of the room.

"This year marks the 10th anniversary of our hotel. With the facelift of our guest rooms and restaurants, EAST Hong Kong is staying true to its positioning statement - The business playground where bright ideas meet boundless energy. We hope our guests will be able to get inspired by our brand. Our team will continue to do our best to offer our guests a unique experience." said Jennifer Cheung, General Manager of EAST Hong Kong.

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About EAST Hong Kong

A stylishly designed lifestyle hotel by Swire Hotels, EAST Hong Kong 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, simple connectivity for laptops and complimentary broadband / WiFi Internet throughout EAST for savvy business travellers.

EAST Hong Kong also features a 24-hour gym BEAST (Body by EAST) and an outdoor heated swimming pool.

Accessed by a distinctive bird's nest-style staircase that leads up to the 1st floor, Domain is the new café and co-working space designed for guests to work playfully and play productively. At the other end of the 1st floor is the newly revamped dining concept, FEAST (Food by EAST) that serves international cuisine and authentic specialties of Asia, all whilst fostering a healthful and sustainable lifestyle.

On the 32nd floor, rooftop lounge bar Sugar provides an extensive al fresco terrace with views across the harbour. Sugar is a place to unwind and chill out on the outside deck while sipping on signature and classic cocktails and nibbling on sharing platters of international fare. Chill and lively beats are also provided by resident DJs. The venue is also available for private bookings during the day for private functions, meetings, teambuilding, launch events and parties.

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

About Swire Hotels

Swire Hotels creates and manages distinctive hotels in Hong Kong, Mainland China and the United States under two brands, The House Collective and EAST, providing unscripted and authentic experiences for individually minded travellers who seek originality, style and personalised service. The House Collective, a group of Houses each uniquely imagined and inspired by their locations, began with The Opposite House in Beijing, which opened in 2008, followed by The Upper House in Hong Kong, The Temple House in Chengdu and the latest addition, The Middle House in Shanghai, which opened in 2018. EAST are lifestyle hotels located in Hong Kong, Beijing and Miami with an emphasis on working playfully and playing productively. Located in key commercial districts, EAST brings these cities' buzzing dynamism right to our guests.

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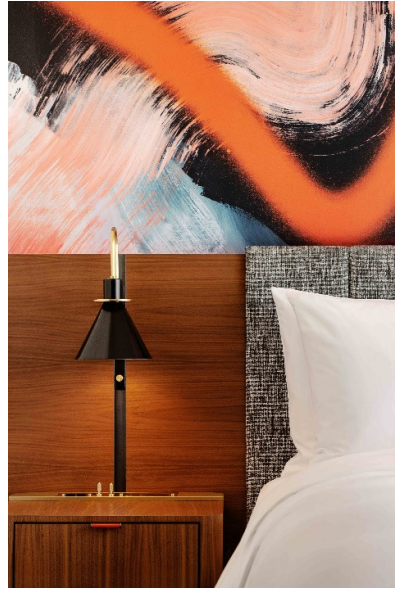


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Harbour View Room



New Guest Room