

Press Release – FOR IMMEDIATE RELEASE

**EAST, Hong Kong Presents “Vertical Dreams”  
A Solo Exhibition by Desmond Lo**

**Hong Kong, 25 March 2019** – Collaborating with *Ceekayello*, EAST, Hong Kong is excited to showcase an enthralling art exhibition “Vertical Dreams” by Hong Kong local artist Desmond Lo. From 27 March to 30 April, follow Desmond on a visual journey in the hidden gems of Hong Kong streets.

In conjunction with Art Basel, EAST, Hong Kong is creating awareness towards the local art scene where guests can take on a vertical journey along the hotel’s remarkable bird-nest staircase. A total of 27 pieces of artwork will be found along the staircase and at the entrance of our big bustling restaurant *Feast (Food by EAST)* located on the 1/F.

Desmond Lo, son of Yip Wing Sze, the renowned female music conductor in Hong Kong, has been nurtured not only musically but artistically. Growing up in the high-rise buildings and inspired by “Blade Runner” and other cyberpunk works, Desmond wondered how Hong Kong will be like in the future.

Capturing the mystic sci-fi elements and using CGI renders of sceneries, Desmond transfers Hong Kong urban landscape into a dystopian world. Interweaving between the realistic and illusionistic universe of the artist, the Hong Kong scenery in his work seems familiar yet distant.

The exhibition includes two series of Desmond’s artwork: “Hidden Corners”, where guests can explore the streets and neon lights in Hong Kong through his eyes and hands; “Childhood Memories”, a projection of his childhood memories in a parallel dystopia.

“We are glad to team up with EAST, Hong Kong and present the hidden gems in Hong Kong from the perspective of Desmond to the community here in Taikoo.” said Karen Chan, Creative Director of *Ceekayello*. “EAST, Hong Kong has always been supportive to art development. It is an absolute honour to have Desmond Lo exhibiting his art pieces at our hotel. His contemporary-styled artworks fit well with our brand” said General Manager of EAST, Hong Kong, Jennifer Cheung.

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## About Swire Hotels and Swire Restaurants

Swire Hotels has been created to manage soulfully individual hotels in Hong Kong, Mainland China and the USA, providing a characterful experience for well-travelled individually minded travellers who seek originality, style and personalised service. We create distinctive hotels with a sense of place that break with convention.

The company's first hotel, The Opposite House in Beijing, opened in 2008 and was followed by The Upper House, Hong Kong, and then by EAST, Hong Kong, EAST, Beijing, The Temple House, Chengdu and EAST, Miami. The Middle House in Shanghai, our latest addition, opened in April 2018.

A restaurant division was set up in 2013 to manage the company's stand-alone restaurant operations. Our first restaurant Plat du Jour opened in November 2013 followed by Public and Ground Public in Quarry Bay. The Continental in Pacific Place opened in October 2014 and Mr & Mrs Fox in 2015, followed by the second Plat du Jour opened in Pacific Place in 2016. Our latest addition, Republic, a sub-brand

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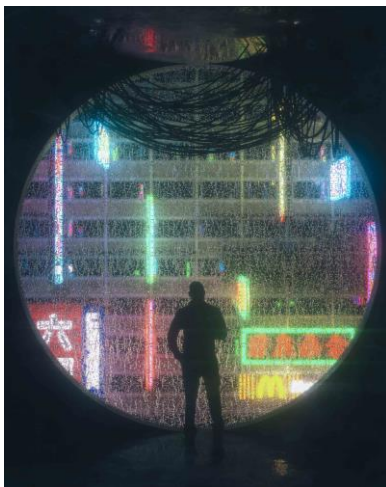
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