



THE
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COLLECTIVE

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Swire Hotels Announces Official Opening of The Middle House in Shanghai

*The latest addition to The House Collective offers
intimate luxury in the heart of Shanghai*

SHANGHAI (22 May 2018) – The Middle House, located in the heart of Shanghai within bustling HKRI Taikoo Hui, has officially opened. The latest addition from Swire Hotels provides guests with an intimate and urban sanctuary in one of the world’s most dynamic cities.

“We are really excited about The Middle House. Each of our properties embraces the spirit of its home city, and The Middle House exemplifies modern-day Shanghai,” said Brian Williams, Deputy Chairman of Swire Hotels. “The Middle House is our fourth hotel in The House Collective, which welcomes world travellers who seek a luxurious yet unique and personalised experience during their stay.”

The spirit of modern-day Shanghai is palpable through The Middle House's 111 modern studios, varying from 50 sqm to 100 sqm, a gallery suite and a Penthouse – all influenced by celebrated architect Piero Lissoni's sumptuous and sophisticated interior design. The design draws inspiration from the city’s rich heritage of craftsmanship and culture, marrying minimalist style with classical Shanghainese elements. Throughout the property, guests will find cultural touches and artwork inspired by Shanghai.

The Middle House also features a 660 sqm top-floor Penthouse overlooking fashionable Nanjing West Road. The immaculately designed two-bedroom suite offers private terraces, a lounge and an exclusive event space with a private kitchen – an ideal venue to celebrate special occasions and host dinner parties and product launches.

For longer stays, The Middle House Residences are an ideal choice. Ranging from 55 to 110 sqm, they offer all the comforts and modern luxury of The Middle House, with the convenience of apartment-style living. The additional kitchen and laundry facilities provide convenience within the proximity of the hotel.

The Middle House also presents a mix of cuisines and dining options with three gourmet restaurants and bars:

- **Café Gray Deluxe** – The iconic Café Gray Deluxe, loved by visitors to The Upper House in Hong Kong, now has a sister outpost at The Middle House. The acclaimed eatery by Chef Gray Kunz combines a restaurant, lounge bar and private dining room. It also boasts one of the best terraces in the city with wrap-around views; ideal for al fresco dining and cocktails during Shanghai’s warmer seasons.



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- **Frasca** – Deep-rooted Italian traditions and know-how give the restaurant its exuberance and spirit, with ingredients sourced fresh from local family farms. The kitchen of Frasca is brought to life by Chef Stefano Pace, who previously helmed the two Michelin star restaurant Gusto in Rome and founded one of Shanghai’s all-time favourites, D.O.C Gastronomia Italian. Frasca also mixes classic cocktails, with a vast selection of Italian bottled beers and one of the largest Grappa selections in Shanghai sitting next to an Italian-focused wine list.
- **Sui Tang Li** – Opening soon, the Chinese restaurant, with a name inspired by the meaning happy, free and relaxed, serves dishes that are ideal for sharing and presented in style. Chef Tony Ye, who has more than 20 years’ experience, delivers the best of artisan Dim Sum and has curated a menu composed of creative and contemporary dishes influenced by Shanghainese, Sichuan and Cantonese regional cuisines.

In the midst of Shanghai’s hustle and bustle, The Middle House offers guests a haven of relaxation with **MI XUN SPA | THE LAB | SHOP**. This hidden oasis features a beautiful heated indoor swimming pool, 24-hour gym facilities complete with a HYPOXI room and wellness studio, group yoga sessions, and The Lab to shop for all your lifestyle needs.

“The House Collective has a loyal fan base of savvy and discerning travellers,” said Michael Faulkner, General Manager of The Middle House. “We’re very excited to be able to host them in Shanghai and build a new network in this fantastic city.”

To celebrate the opening, guests can reserve one night in a Studio 60 room at RMB 2,500 (subject to service charge and tax), including complimentary daily breakfast at Café Gray Deluxe for two. For more information, please visit: <https://www.themiddlehousehotel.com/zh-cn/offers-and-gifts/opening-offer/>



Lobby, The Middle House



Oval Staircase, The Middle House Residences



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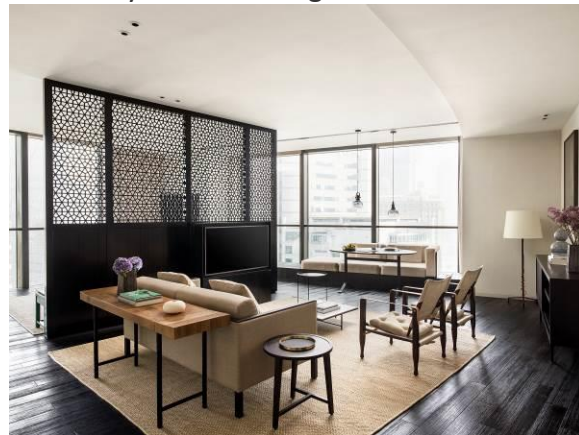
Sui Tang Li



Café Gray Deluxe Lounge Area



Studio 70, The Middle House



Residence 90, The Middle House Residences

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About The Middle House

Located in the bustling Jing'an District of Shanghai and the city's trendy Nanjing West Road, The Middle House is the newest addition to Swire Hotels' renowned The House Collective, offering 111 luxuriously designed guest rooms and 102 serviced residences for discerning world travellers. . Enlisting Italian designer and architect Piero Lissoni to bring his signature mix of bold lines and clean silhouettes into every detail, The Middle House offers many unique features, including an expansive outdoor space with terraces that provide an elegant and calm oasis amidst the dynamic backdrop of one of Asia's most sophisticated cities.

About Swire Hotels and Swire Restaurants

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



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

A restaurant division was set up in 2013 to manage the company's stand-alone restaurant operations in Hong Kong. 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, follow by the second Plat du Jour in Pacific Place in 2016. The latest addition, REPUBLIC, opened in Taikoo Place in December 2017.

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