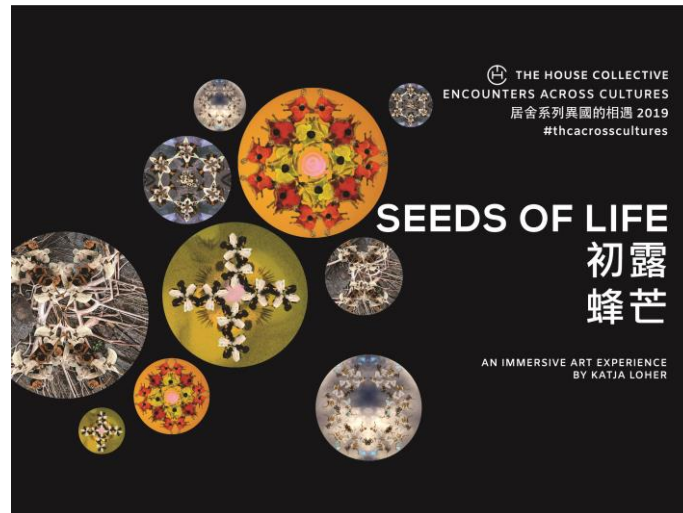




THE HOUSE
COLLECTIVE

Press Release – FOR IMMEDIATE RELEASE

‘ENCOUNTERS ACROSS CULTURES’
The House Collective launches its inaugural art programme



March 2019 – [The House Collective](#) by [Swire Hotels](#) has created its first ever Art Programme, ‘Encounters Across Cultures’ with ‘Seeds of Life’ as 2019’s theme.

Known for impeccable modern luxury with warm, friendly and efficient service, The House Collective is comprised of four refined and highly individual hotels: The Opposite House in Beijing, The Upper House in Hong Kong, The Temple House in Chengdu and The Middle House in Shanghai.

Over the course of 2019, ‘Encounters Across Cultures: Seeds of Life’ will celebrate each House’s connection to both local and global cultures, with the creation of four unique installations in Beijing, Hong Kong, Chengdu and Shanghai.

Each installation will respond to the local cultural environment through the following focuses:

- The Opposite House, Beijing: Contemporary Chinese Art from 22 March 2019
- The Upper House, Hong Kong: Cross-disciplinary Taste Makers from May 2019
- The Middle House, Shanghai: Fashion Design from August 2019
- The Temple House, Chengdu: Chinese Traditional Masters from September 2019

Managing Director of Swire Hotels, Toby Smith said: *“Art and design are completely at the core of who we are as a brand. Our typical guests are seasoned travellers with a genuine passion for art and culture, people who seek a different experience from the hotels they choose. As a result we are always looking for new ways to inspire and connect them with the locale.”*





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Our inaugural art programme is a way of breaking down cultural boundaries and celebrating collaboration. We have long standing relationships with the art scene in each of the cities in which our Houses are based and our art programme is a wonderful way to reflect this."

This year, the programme will feature Katja Loher, an award-winning multidisciplinary artist whose work incorporates music, dance and costume to celebrate universal connections. Swiss born Loher is changing the face of art through her development of 'video sculpture', a technique that she will employ at each of the four House Collective properties.

Her concept for each installation is inspired by the Chinese five elements: wood, fire, earth, metal and water. These elements will then be brought to life through video projections featuring specially curated choreography and inspiration from encounters with locally-based artists to create pieces that are reflective of the distinct environment of each city.

Based in New York since 2004, Loher has exhibited throughout Asia, Europe and America, in venues including the Swiss Embassy, New Delhi, the Venice Biennale and the Beijing Today Art Museum.

Opening in March 2019, the first installation titled 'Where does the Dew Reflect the Newborn Bees?' will be unveiled at The Opposite House as part of Gallery Weekend Beijing's official line-up. In creating this work, Katja Loher took inspiration from Beijing-based artists Nabuqi, Wang Shang, Ye Funa and Shao Fan as well as contemporary dance choreographer Zhao Liang and dance troupe Beijing Dance Theatre. The Opposite House is Gallery Weekend Beijing's official partner and is supported by the Swiss Embassy.

To celebrate the launch of The House Collective's 'Encounters Across Cultures' Art Programme, The Opposite House has created a special room package:

'Encounters Across Cultures: Seeds of Life'

Stay in Studio 70 for a minimum of 2 nights with breakfast included for two and a private art tour with driver following Katja's journey in Beijing

Rate: RMB 2,100+

For further information on 'Encounters Across Cultures', please visit:

www.the-house-collective.com/en/the-experiences/the-art-programme

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About The House Collective

Swire Hotels' The House Collective is a group of refined, highly individual hotels 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 hotels for seasoned travellers who seek a different, intimate and personalised experience in luxury travel. Each of the hotels is a sophisticated, singular piece of design, created by talented architects and designers,





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that enjoy a sense of place by reflecting the unique qualities of their surroundings. The House Collective is also well known for its independent restaurants, bars and lounges.

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 personalized service. We operate 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 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. www.swirehotels.com

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Katja at The Opposite House



Katja's Beijing Visit at Temple Of Heaven



Katja meeting up with local artist in Beijing



Filming of dancer at The Great Wall of China

