

Press Release – FOR IMMEDIATE RELEASE

The Craft Music Festival Returns to Rock the Stage at Xian

(25 September, 2018, Beijing) – *Xian*, the chic bar and live music venue at EAST, Beijing is thrilled to host the second annual Craft Music Festival on Saturday 20th October. Featuring a wide array of genres and styles ranging from Irish rock to Reggae, the Craft Music Festival combines the best in Beijing’s local craft beer scene with live music for a memorable day at EAST, Beijing.

This year *Xian* will introduce a family session from 12:00pm to 6:00pm, featuring performances from local international school student and teacher groups. Families with small children can enjoy the mild volume and lively performances from talented young musicians.

From 6:00pm to 2:00am the evening ramps up with performances from five different musical groups. Taking the stage towards the later part of the evening are headliners One Drop, the popular Beijing-based reggae group, pop-rock trio Cue Pilot, international musical collective T.A.T.R., Irish-inspired local rock group Phonograph Band and of course *Xian*’s popular house band RIVALS.

Launched in 2012 by a group of long time reggae fans, One Drop has been sharing their passion for feel-good music, headlining at mainstream venues across Greater China including their annual main stage performance at the annual Bob Marley Day Festival in Beijing. One Drop captivates with their upbeat and modern renditions of classics from the genre as well as their innovative original tracks.

“We are excited to host such an impressive lineup of talented artists for this year’s Craft Music Festival,” says Simon McHendry, General Manager at EAST, Beijing, “We look forward to welcoming Beijing’s music and craft beer fans for this great event.”

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Attendees can expect the best selection of craft brews from Jing-A, Slow Boat and NBeer, alongside *Xian's* flatbread pizzas, freshly shucked oysters and more from the gourmet pub grub inspired menu. In addition, guests can enjoy *Xian's* nightly happy hour; all beers, cocktails and pizzas are half price from 5:00pm to 8:00pm.

Located on the first floor of EAST, Beijing, *Xian* is a bar and live music venue with a distinctly modern vibe featuring the best in Beijing local craft beer from The Craft Container, freshly shucked imported oysters at The Oyster Bar and delicious thin crust pizzas – there is something for everyone. Inspired by the whimsical and industrial elements of the neighbouring 798 Art District, *Xian* is a dynamic venue designed for Beijing's selective tastemakers. For reservations, please call +86 10 8414 9810.



Xian



Craft Beer



One Drop



Xian pizza



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About EAST, Beijing

EAST, Beijing is a lifestyle business hotel located at INDIGO – a new retail-led mixed-use project by Swire Properties between the 4th and 5th Ring Roads in Jianguai, Chaoyang District. The 369-room hotel is designed to provide a refreshing and contemporary approach to the business hotel experience. A high-tech environment featuring a paperless check-in and out experience and a one-stop front-desk Guest Experience service team mean that life at EAST is efficient and business ready. With 2 restaurants and a bar, a fully equipped gym, an indoor swimming pool, plus The Workshop for meetings and events, makes this truly a 'business hotel with a life'. The hotel is just 15 minutes from the airport, the CBD, and national exhibition venues. Beijing South Railway Station (with fast connections to Tianjin and Shanghai) is 30 minutes by car.

EAST, Beijing is Swire Hotels' fourth hotel in Asia and the second from the EAST brand, following the successful opening of EAST, Hong Kong.

For more information, please visit: <https://www.east-beijing.com/en/>

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 travelers 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.



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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, follow by the second Plat du Jour opened in Pacific Place in 2016. Our latest addition, Republic, a sub-brand of Public opened in Taikoo Place in December 2017.

About INDIGO

INDIGO, situated south of Jiangtai Road and east of Jiuxianqiao Road in Chaoyang District, Beijing, is a retail-led mixed-use project with a total site area of approximately 59,000 sqm (approximately 631,000 sq ft), and a total gross floor area of approximately 176,000 sqm (over 1,890,000 sq ft), excluding car park. It consists of a trendsetting shopping mall, a 25-storey Grade A office tower - ONE INDIGO, a lifestyle business hotel with 369 rooms and suites - EAST, Beijing, and an over 17-hectare open park. INDIGO mall and ONE INDIGO have been awarded Leadership in Energy and Environmental Design (LEED) Gold and Platinum pre-certified ratings from the U.S. Green Building Council respectively.

ONE INDIGO and INDIGO mall have started operation.

INDIGO is a joint venture between Swire Properties and Sino-Ocean Land. For more information, please visit www.indigobeijing.com.

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