



THE MIDDLE HOUSE  
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THE  
**HOUSE**  
COLLECTIVE

**FOR IMMEDIATE RELEASE**

## **The Middle House Continues Story of Intimate, Personal Luxury with Penthouse** *An Exquisitely Designed Space in the Heart of Shanghai*

**SHANGHAI (6 November 2018)** – The Middle House in Shanghai – Swire Hotels’ latest addition to The House Collective group of hotels – continues the same story of intimate, personal luxury from the subterranean spa up to the top-floor Penthouse, which is exquisitely designed to create a truly memorable stay, an event – or the unique combination of both.

Occupying an impressive 660 square metre on the 14th floor, the Penthouse features an inviting living area perfect for entertaining guests, a master bedroom set away from a second smaller bedroom for added privacy, outdoor terraces overlooking the city, and an event space with an outdoor area and a 208 square metre indoor room that can be converted further into two smaller spaces for more intimate events. Our Penthouse is immaculately designed to create a truly memorable stay and event experience, best available rate from CNY120,000+ per night.

### **Modern aesthetic with local cultural elements**

Piero Lissoni, renowned architect and founder of Lissoni Architettura in Milan who also designed The Middle House, continues with the same modernist aesthetic in the Penthouse with touches of both Italian and Chinese culture in its design and furnishings.

The traditional Venetian terrazzo flooring in particular, was specially chosen to help amplify the spacious, classic elegance of the Penthouse, while a large hand painted dragon mural in natural tones pays homage to the strong symbol of local Chinese culture.

### **Intimate luxury event space**

The attached private function area has the versatility to be split into two separate spaces, transforming the Penthouse from the quintessential home away from home into a sophisticated venue suited for events of all sizes – from intimate soirees to gala dinners or cocktail parties for up to 200 people hosted in style.

For other special occasions, The Middle House also offers smaller event spaces ideal for groups of 6 to 20 guests such as the Gray room, and the Wine room at Café Gray Deluxe. The Italian restaurant, Frasca, can host 70 guests for a dinner on the outside terrace for some al fresco fun, while Sui Tang Shang, above the Chinese Restaurant, comfortably accommodates 80 guests for cocktail style events.

The price above is subject to a 16.6% service charge and tax.



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Penthouse - Banquet



Penthouse - Private Terrace



Penthouse- Living Room



Penthouse – Cocktail Reception

-End-

### **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.

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



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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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