



THE OPPOSITE HOUSE
BEIJING

FOR IMMEDIATE RELEASE

SUPERFLY, a new neighbourhood hangout in Sanlitun that celebrates the culture of the everyday.



(Beijing, 4 June 2020) The Opposite House, Beijing reveals the newest bar-restaurant outlet SUPERFLY. A new remixed and remastered collection of the Sichuan and China evolution – its food, its music, and its culture. Our neighbourhood hangout set within Beijing’s lively Sanlitun district, takes a creative spin on Sichuan’s buzzed about “Fly restaurants” – casual eateries famously known for their delicious Sichuan cuisine and the go-to hangout place for locals. SUPERFLY will be bringing this vibe to town, serving up delicious comfort food, Asian craft cocktails and draft beer from award winning local brewery Great Leap.

Design:

“Superfly was designed as a fun, casual, neo-pop Chinese bistro that channels the energy and eclecticism of China’s youth culture.” Said by William Harris, one of the founding partners of AvroKO Design LLC. The design and branding of this retro-futuristic space was led by AvroKO’s Bangkok studio and Brand Bureau, AvroKo’s sister studio, who managed to creatively blend iconic typologies of the past with a vision towards the future.

Colourful and boldly patterned ceramic tiles in greens, blues, and whites take cues from neighbourhood staple Cha Chaan Tengs, as do the salmon-coloured terrazzo tables. Vintage wallpaper patterns behind the bar are contrasted with pops of neon and an array of eclectic lighting. Symbols of Chinese creativity and artistic exploration are represented by rich graphic novels, Kung Fu Comics, and pop-culture posters. A signature video art installation with a multi-screened, hybridized collection of early martial arts videos and quirky, old school children’s cartoons create an animated visual tapestry that feels at once familiar and strangely new.

THE HOUSE COLLECTIVE



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The liveliness continues with framed views of the open kitchen, with Pullman booth seating in brass and fabric-wrapped arched niches flanking the action. Sleek leather banquettes and chairs in shades of forest green and chartreuse sit beneath modernistic custom chandeliers crafted from brass and hand-blown red glass.

A bustling and airy outdoor terrace is surrounded by lush greenery. Patterned tile flooring and contemporary furniture bring the indoors out, while an additional tile clad bar opens from the facade to provide specialty service.

Food & Drinks:

Inspired by Sichuan cuisine, SUPERFLY is an accessible neighbourhood hangout with an electric vibe and a focus on delivering delicious everyday food and drinks that just hits the spot. The kitchen team is led by Michelin-starred Chef Li Dong from Jing Yaa Tang, taking his commitment to flavour and quality but transforming it for a fun casual experience featuring authentic Sichuan ingredients as well as childhood favourite recipes. Highlighted dishes such as **Tian Shui Noodles (sweet water noodles)** are made with homemade noodles that are al dente in texture with various spices and a dash of Sichuan peppercorns, sugar and some crushed peanuts to give extra layers to the taste, that is sweet and spicy in flavour. Taking inspiration from Great Leap Brewing's most loved double cheeseburger, Chef Li Dong has transformed the favourite dish into our very own **G.L.B Super Dumplings** by using the same beef patty as the filling of dumplings that is just juicy and fulfilling. SUPERFLY will also be serving Great Leap Brewing crafted beers that incorporate high-quality teas, spices, honeys, fruits, and vegetables into the beer menu.

On the cocktail side of things, SUPERFLY will be featuring a fun cocktail list curated by Proof & Company, Asia-Pacific's leading independent spirits company and one of the world's most awarded drinks consultancies, offering a playful experience that celebrates the unique tastes of Chinese food and local culture. Such as **Arctic Rickey**, taking inspiration from Arctic Ocean Soda which was China's first popular homegrown soda, and it remains beloved to this day, boosting the flavour with Peddlers – A Chinese Crafted Gin, then infusing it with herbs and botanicals to enrich the complexity and aroma of the cocktail. **S.L.S G&T**, a twist of Salty Lime Seven – a traditional southern Chinese drink made with salty lime mixed with 7up. This classic drink is transformed it into a refreshing yet savoury Gin & Tonic, perfect pairing for the spiciness of SUPERFLY.

Other dishes to highlight: 钟水饺 *Pan fried Zhong Dumpling*/ 钵钵鸡 *Bobo chicken*

Operation Hours

Lunch Mon-Fri 12:00-14:30 Sat & Sun 11:00-14:30

Dinner Daily 18:00-22:30

Late Hours 22:30-1:00

For more details or reservations, please call +86 10 6410 5220 or email

Superfly@theoppositehouse.com

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Bar Photo

SUPERFLY
超级飞

Logo



Installation Wall



Tian Shui Noodles



Pan fried Zhong Dumpling



Bobo Chicken



Arctic Rickey



SUPERFLY Signatures

For high res images, please download from the following link:

SUPERFLY-high-res.7z (137.2 MB)

<https://sharek.swireproperties.com/justattach/download.php?A=QvsKpjj1T03bonLGPIb5fYyZenvrsCa0itKHG98EUME>



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About The Opposite House

The Opposite House by Swire Hotels is one of four Houses in The House Collective. Located in Taikoo Li Sanlitun – a vibrant open-plan shopping, dining and entertainment destination developed by Swire Properties, The Opposite House was designed by Kengo Kuma, one of Japan’s most celebrated art and design geniuses. The House’s 99 guest studios include nine spacious suites and a penthouse duplex with a 240 sqm roof terrace, all pet-friendly with special treats and amenities available for guests’ furry companions. More than half of all the studios are over 70 sqm and all are strikingly simple with natural wooden floors and subtle touches of Chinese décor. The Atrium of the House presents itself as a contemporary art gallery, showcasing art steeped in fresh cultural insights. The House also has three restaurants, Superfly, the casual Sichuan bar-restaurant that celebrates the culture of the everyday through electric vibes, bites and drinks; Jing Yaa Tang, chef Li Dong’s Michelin-starred masterpiece of fine Chinese cuisine including its famous Peking duck; and Frasca, the modern Italian eatery serving classics crafted by chef Marino D’Antonio. Finally, UNION, the cocktail bar designed by AvroKO, embodies the spirit of 1920s modernism and is the place to savour silk road-inspired cocktails while indulging in conversations

About Swire Hotels

Swire Hotels creates and manages distinctive hotels in Hong Kong, Mainland China and the USA under two brands, The House Collective and EAST, providing unscripted and authentic experiences for individually minded travellers who seek originality, style and personalised service.

The House Collective, a group of Houses each uniquely imagined and inspired by their locations, began with The Opposite House in Beijing, which opened in 2008, followed by The Upper House in Hong Kong, The Temple House in Chengdu and the latest addition, The Middle House in Shanghai, which opened in 2018. While EAST, designed for today’s go-getters, takes personal life balance to a whole new level and includes EAST, Hong Kong; EAST, Beijing and EAST, Miami.

For more information, please contact:

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