



THE MIDDLE HOUSE
SHANGHAI

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The Middle House x In Sharks We Trust | Underwater Photo Exhibition

China's First Fashion Activism Pilot in an Underwater Exhibition [HONOR THE FINS]

Shanghai, August 2020 – The inspiration started here: 6 May 2020, Hong Kong seized a historic 26 tons of fins from 38,500 endangered sharks – The ultimate trigger for In Sharks We Trust (ISWT)'s fashion activism projects this year.

ISWT is bringing the topic into further discussion through their range of campaign and projects. The Middle House is delighted to support ISWT to hold an underwater photo exhibition, HONOR THE FINS, at MI XUN swimming pool during the shark week (a tradition started by Discovery Channel). This is a massive yet creative effort to raise the awareness around the shark fin industry.

Nine famous chefs from Shanghai are invited to wear ISWT environmentally friendly swimsuits with shark patterns, to represent the voice of sharks and protest against the shark fin restaurants that are still common in China.

Unlike any exhibition on the ground or in the air, this is under the water, literally. People need to put on swimsuits and goggles and dive in. Emulating diving, people can hear their own breath and feeling the pressure surrounding themselves. Encapsulated in such an immersive experience is one simple yet profound idea – the only thing that connect people and these citizens of Earth in the photographs, is water.

“Ever since meeting Miao Wang, we have been deeply impressed by the passion and dedication she gives to this cause. Never has it been a more important time to be considerate to what we take from nature and what we can give back. Believing in the power of one to make a difference, we hope this initiative will help to raise awareness and educate more people to the plight of the sharks and the oceans they live in.” said Michael Faulkner, General Manager of The Middle House.

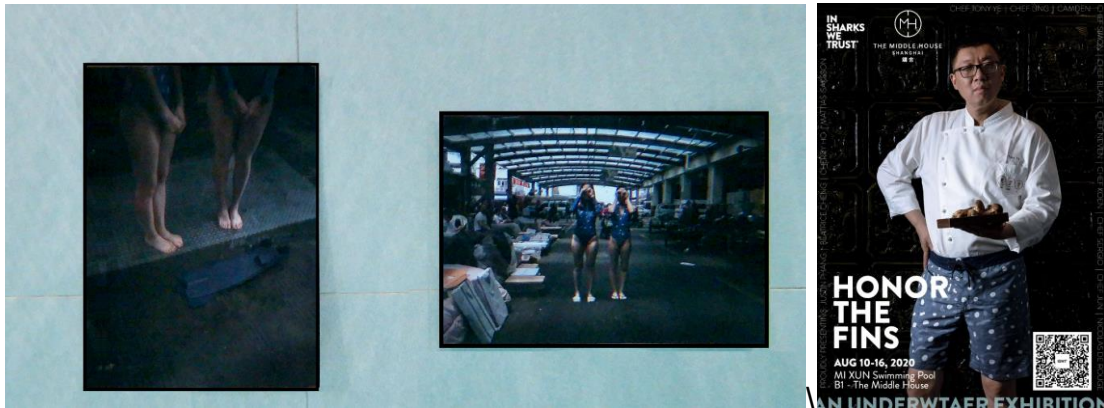
ABOUT THE EXHIBITION

From Up-to Downstream of the Shark Fin Trade: The show HONOR THE FINS consists of two parts:

IN WAY OF BEAUTY took place at one the Shanghai's biggest seafood market. Two beautiful sharks and their fins embody the objection against shark finning and the overconsumption of seafood.



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SHARKS' CHEF is the united voice of chefs against shark fin restaurants, from 9 of Shanghai's most respected masters of food who believe in the equality of Man and Nature, giving dignity back to sharks and our oceans through a conscious, sustainable food future.

Chef Tony from Sui Tang Li, a Shanghai native, apprentice of a famous chef who made one of the best shark fin soups in China – because back in the day the benchmark for a good cook is one who makes a good shark fin soup. He used to only see the fins as an ingredient until he realised it's not, and the unsustainability behind something utterly flavorless. He never made another bowl of shark fin soup since 1996.

The show will open to the public from 10 to 16 August and the admission fee will be 200RMB. All net proceeds support WildAid's global shark conservation initiatives.

Both The Middle House and ISWT believe that where mistakes were made, changes can happen too.



THE HOUSE COLLECTIVE



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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

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.

About ISWT

Featuring the iconic prints of real whale sharks, In Shark We Trust Sharks is the first premium sustainable swimwear brand with 100% net profit dedicated to shark & ocean conservation. With the goal to rebrand conservation, ISWT is a pioneer in fashion activism with ongoing creative projects and community events.



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For more information, please contact:

Ms. Jessica Wang
Director of Communications
The Middle House
Tel: +86 137 1780 2061
Email: jessicawang@swirehotels.com

Ms. Rebecca Yu
Senior Communications Manager
The Middle House
Tel: +86 159 0426 3027
Email: rebeccayu@swirehotels.com