



Looking East

A CITY, it is said, can never have enough hotels. Especially one that buzzes of human activity, electric energy and challenging possibilities.

As tiny as Hong Kong is, in relation to other cities, there's a bigness to it that many people simply can't get enough of. In fact, its energy is what many are quite addicted to.

What with millions who live there and thousands who visit it monthly, Hong Kong copes by sprouting high rise buildings in an attempt to offer shelter, a place where one can lay their hat on.

The fact that there are many, many hotels on the island doesn't stop another from being built. And the latest addition to that is East, developed by Swire Properties and managed by Swire Hotels.

Where you lay your hat

With a location at Island East, 345-room East calls itself a hotel where business and roominess marry. Island East is a new area developed by Swire in Quarry Bay, Hong Kong. It has over 300 multinationals, including some of the most prestigious Fortune 500 corporations.

With its location, East naturally targets and will appeal to business travellers who are looking for a clean, safe place to lay their weary heads for a night or two.

It's also convenient to note that it's adjacent to Tai Koo MTR, just 10 minutes from the busy shops of Causeway Bay, 15 minutes from Central and 45 minutes from the airport. For shopaholics, the largest shopping centre on Hong Kong island, Cityplaza, is right at their doorstep. Well, if you're not (yet) a shopaholic, this mall is certain to make you one!

Going back to the rooms, an entry level one starts from about 28 sq m in size and goes right up to 60 sq m for the suites.

East adopts an efficiency that's in tune with today's needs — complimentary Wi-Fi in each room, 37-inch HD LCD television, iPod Touch as their hotel guidebook, 24-hour room service and most importantly, a feeling of space to curb claustrophobia.

Where eyes can rest

Streamlined design, so favoured today, is what East's interior and exterior are made of. Rightly so, since the aim is to offer a space away from busy, hectic and mind-boggling lives — a sanctu-



Feast dining area by night

A hotel has sprung up among the many on Southeast Asia's busiest island and SU AZIZ discovers that it doesn't even try to be different from others, just more efficient



Leaping fish installation suspended from the ceiling of the hotel



The hotel by night. Note the play of lights of its exterior

ary after that trying meeting, brain-discombobulating project or a wallet-breaking shopping spree.

Pleasing lines aesthetically mingle with practicality, reflecting logic. Which then translates to un-fussed designs, sitting next to sexy art pieces, creating a sensuous sensation, unconsciously.

Natural materials such as limestone, wood and bamboo flooring succeed in making guest rooms feel invitingly natural and cosy whilst a sense of space is created by a free-standing vanity counter blurring the boundary between bedrooms and bathrooms. Yes, quite sexy.

In corner rooms and all

suites, an almost 180-degree view of the harbour is showcased through floor-to-ceiling picture windows. There's no escaping blue skies and waters as far as the eye can see. Resting on a mirage of an horizon, your eye will automatically drink in the wonder of this little island, switching your mind off the day's trials



Urban or Harbour view



Harbour corner room in the day

and life's tribulations.

As for Feast, its one and only all-day dining restaurant, is all about glass and is accessed, interestingly, by a 'bird-nest' style staircase. There's a stark simplicity to this piece of art that echoes the elegant practicality in which Feast's design couples form and function.

Where lights can play

Due to its clean lines and where space can breathe, East seems to be a space where lights jauntily glow. And dance.

Where there's glass, there are generous streams of sunlight, creating stark, sharp shadows that add geometry to the already clean lines of the

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life & times



Butterfly effect at the Feast restaurant



Sugar and its lattice floor



Sugar by night. You have to love the lighting



Feast main dining hall by day



Bird's nest staircase



Beast is what East gym is called and this pool is part of it



A play of lights at the main entrance in the evening

hotel. And by the time the sun turns in for the day, with a flick of a switch, warm glows of red-based hues exude from behind discreet panelling to create an ambience of cosy warmth amid a design stark in modernity and practicality. All this result in a space being coaxied alive, giving play to an amalgam of eye

tricks — a shadow play in the afternoons, a superficial moody calmness to its night lounge called Sugar and soft romance glow to its dining room in Feast.

An East-ern rate
Their rates begin at around RM400 during the first months from its opening of

Jan 25 this year, in an Urban View room including complimentary local calls and Wi-Fi internet access throughout the hotel. Today, an offer of HK\$888 (about RM360) per night, for a consecutive stay of at least two nights during weekends in an Urban View room includes breakfast at Feast,

complimentary local calls and Wi-Fi internet access throughout the hotel. It's well worth checking out their current rates at www.east-hongkong.com for more information on this hotel located on Taikoo Shing Road at Island East in Hong Kong. ■ suaziz@nstp.com.my