

Swire Hotels Opening Dynamic Business Lifestyle Hotel, EAST, in Hong Kong

*Hong Kong based architecture and interior design studio, CL3 Architects,
create relaxed and contemporary space*

(Hong Kong, 10 September, 2009) – EAST, a new lifestyle business hotel from Swire Hotels, is scheduled to open in Hong Kong in January 2010 and will set a dynamic benchmark for travelling executives.

“EAST will be distinguished by its natural vitality and sense of place, creating a neighbourhood vibe for all guests,” said Brian Williams, Managing Director of Swire Hotels. Responding to the essential needs of modern travellers, it has been designed to “rejuvenate you when you are tired; energise you when you are in search of fun; and support you when it’s time for business” he added.

Designed by award-winning Hong Kong based architect and interior design studio CL3 Architects Ltd, EAST was created with every attention given to physical comfort as well as comfort of the senses to create a balance of the body and soul, the yin and yang.

Responsible for developing all design aspects of the guest rooms, public areas and restaurant facilities, CL3 Architects have successfully produced a contemporary, relaxed, sensuous and environmentally friendly setting using textures, colours and materials to reflect an eastern sophistication whilst incorporating every modern convenience.

Innovative planning to maximise the feeling of space including harbour and urban views has created 345 well-appointed guest rooms (including 6 suites) ranging from 28 square metres to 60 square metres in size. CL3 Architects utilised natural materials such as limestone, wood and bamboo flooring to make 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.

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In room, state-of-the-art communications technology and entertainment include 37-inch, high definition LCD TVs with countless satellite and cable channels, the handy smartphone, simple connectivity for laptops and complimentary broadband / WiFi, which extends throughout the hotel.

The big bustling café Feast (Food by EAST) including a takeaway service on the 1st floor will serve western classics and authentic cuisines of Central Asia, the provinces of China and South-East Asia. Accessed by a “bird-nest” style staircase from the ground floor, it is deliberately styled as a modern, family friendly venue with ergonomic design, stylish furnishing, chilled-out music, a commendable wine list and attentive service.

Sugar (Bar.Deck.Lounge) on the 32nd floor is open until 1am and designed as an accessible spot to eat, meet, drink and party after work, featuring signature and classic cocktails, tapas and nightly DJs. Sugar is available for private bookings during the day for exclusive lunches, team building, launch events and parties. Both Feast and Sugar are envisioned as “neighbourhood” venues with creative direction by entrepreneur chef David Laris, creator of award-winning restaurant Laris at Three on the Bund, Shanghai.


On the 4th floor, Beast (Body by EAST) will offer 24-hour access to a spacious and naturally-lit gym, outdoor swimming pool and a Juice Bar. The gym is enclosed by strikingly decorated perforated metal panels and features a unisex changing room in intimate wood and stone cladding.

To accommodate guests from all regions, the in-room dining and gym are intended to remain accessible around the clock ideal for those who have yet to adjust to a new time zone.

EAST is located at Island East, one of the most attractive out-of-Central business addresses in Hong Kong, incorporating a new landmark development by Swire Properties, One Island East, in Quarry Bay, a new home to over 300 multinationals including some of the most prestigious Fortune 500 corporations. The hotel is conveniently adjacent to Tai Koo MTR station and is a short drive away from Central and Causeway Bay.

EAST 東隅 +

29 Taikoo Shing Road, Island East, Hong Kong 香港港島東太古城道29號
T 電 +852 3968 3968 F 傳 +852 3968 3988 www.east-hongkong.com
Swire Properties Hotel Management Limited

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EAST will be the third hotel to be opened by Swire Hotels. Its first, The Opposite House, opened last year in Beijing. The brand's first Hong Kong hotel, The Upper House, opens at Pacific Place in October 2009.

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About Swire Hotels

Swire Hotels has been created to manage intriguing urban hotels in Hong Kong, Mainland China and the United Kingdom, providing a characterful experience for travelers who seek individuality, style and personalised service.

The Opposite House, Beijing, opened in 2008 and was followed by The Upper House, above Pacific Place, Hong Kong, in October 2009.

Swire Hotels opened a 345-room lifestyle business hotel called EAST, Hong Kong in Hong Kong's Island East, on 25 January 2010. EAST, Beijing with 369 rooms, located within INDIGO in Jiangtai, will open in 2012.

Swire Hotels has launched a new collection of locally inspired and stylish hotels in the heart of great British towns and cities called Chapter Hotels. The first hotel in the collection, The Montpellier Chapter, Cheltenham opened in 2010. The second hotel, The Magdalen Chapter, Exeter opened in June 2012.

About Swire Island East

Swire Island East is Hong Kong's largest privately owned business district, comprising the retail and office centres of Cityplaza and TaiKoo Place. All of this area is managed by Swire Properties. Following the completion of One Island East, the portfolio now offers approximately 9.76 million sq ft of prime commercial space and high-end hotel accommodation for local and multinational corporations. A wide range of cosmopolitan business and leisure amenities are situated within the area, including the approximately 1.11 million sq ft Cityplaza shopping centre, Butterfield's private members club, lifestyle business hotel EAST, multipurpose venue ArtisTree, over 60 restaurants and cafés with parking for over 6,000 cars.

Issued by EAST.

For more information, please contact

Ms. Frances Mak
Area Communications Manager, Hong Kong
Tel: (852) 3968 3838
Email: francesmak@swirehotels.com

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29 Taikoo Shing Road, Island East, Hong Kong 香港港島東太古城道29號
T 電 +852 3968 3968 F 傳 +852 3968 3988 www.east-hongkong.com
Swire Properties Hotel Management Limited



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Ms. Selina Tang
Senior Communications Officer, EAST
Tel: (852) 3968 3839
Email: selinatang@swirehotels.com



EAST, a new lifestyle business hotel from Swire Hotels, is scheduled to open in Hong Kong in January 2010



EAST was designed by award-winning Hong Kong based architect and interior design studio CL3 Architects Ltd