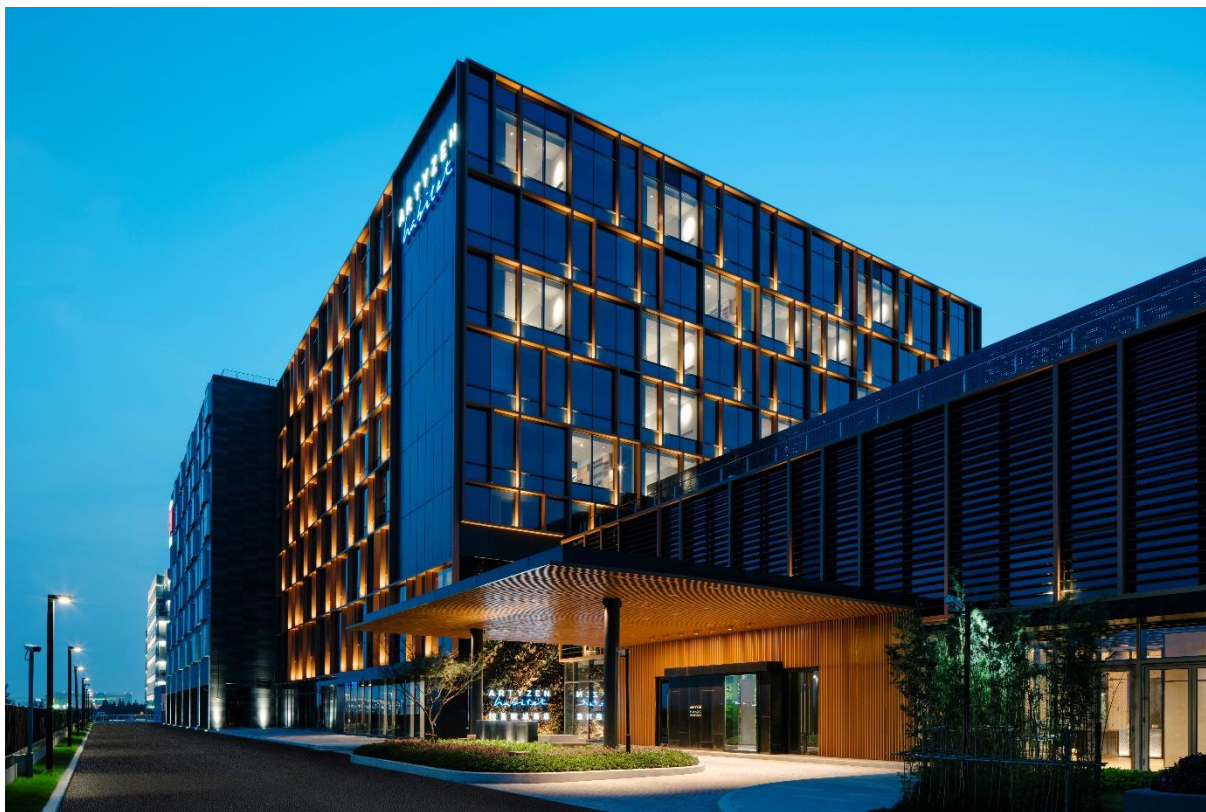


ARTYZEN HABITAT OPENS IN SHANGHAI

Work, Live & Play in the vibrant spaces of Artyzen Habitat Hongqiao Shanghai



Shanghai, 10 October, 2018 – Artyzen Habitat Hongqiao Shanghai has opened its doors to welcome travellers visiting Shanghai. This follows the opening of two other hotels in mainland China - Artyzen Sifang Nanjing and Artyzen Habitat Dongzhimen Beijing – by Artyzen Hospitality Group. Artyzen Habitat Hongqiao Shanghai marks a new milestone for the Group as it continues to expand its footprint in gateway cities and major destinations across Asia Pacific.

“We are very excited with the opening of the second Artyzen Habitat hotel in mainland China, especially in cosmopolitan Shanghai. Now, guests travelling to Shanghai will be able to enjoy Artyzen Habitat Hongqiao’s unique design of its social spaces and relaxed hospitality whilst enjoying the cultural vibes of this city. We will be opening another two Artyzen Habitat hotels in Shanghai over the next three years and this proves that the Artyzen Habitat brand resonates well with hotel owners and guests,” said Robbert van der Maas, President of Artyzen Hospitality Group.

Located in the greater Hongqiao area, Artyzen Habitat Hongqiao has 188 guest rooms with a view of the city. A unique feature expressing its “lifestyle” philosophy, Artyzen Habitat’s rooms are designed to resemble a welcoming home, complete with a living space where guests can relax, work or watch movies and a separate area for resting or sleeping. Guests will also have access to the hotel’s 24/7 self-service laundromat and gym.

Vibrant social spaces have been specially created throughout the hotel so that guests can work and play in a relaxed environment. The focal point in the hotel is its Townsquare which is a social space that is ideal for lounging, working, dining and connecting with others. The highlight of Artyzen Habitat Hongqiao Shanghai is its amphitheatre which will feature pop-up events and TED-talks. Its meeting rooms are designed to accommodate different needs, be it corporate or social events.

Guests can choose to dine at the Townsquare café, a contemporary eatery that serves fusion cuisine which showcases the best of East-meets-West, Asian favourites and international classics with a twist. Focusing on quality ingredients and authentic flavours, the menus evolve with the seasons, so that guests get to enjoy the best of the seasons. Guests on the move also have the convenience of grab and go food options.

Artyzen Habitat Hongqiao Shanghai is an integral part of the multi-faceted Shanghai mixC commercial and retail development. Guests can indulge at the retail mall which features many international brands as well as a wide range of dining and entertainment options. In the neighbourhood, guests can explore and discover the distinct, glamorous Palace Cinema and cultural gems such as the Minhang Culture Park.

Enjoying easy access to the city, the hotel is just a few steps from the Ziteng Road Metro Station on Line 10 and a short drive to the Hongqiao Railway Station and the Hongqiao International Airport. Guests can easily get to entertainment hotspots including Xintiandi, Yu Garden, Nanjing Street and nearby shopping malls.

“Our hosts at Artyzen Habitat Hongqiao Shanghai provide insights into the neighbourhood so that our guests can explore and uncover gems of art, culture and history for a truly immersive experience. We look forward to welcoming guests to experience our vibrant social spaces and live, work and play at Artyzen Habitat Hongqiao Shanghai,” said Lisa Li, General Manager of Artyzen Habitat Hongqiao Shanghai.

The hotel is offering a promotion to celebrate its opening. Guests can book to stay at 20% off its room rate from now till 31st December 2018 at www.artzyzenhabitat.com/hongqiaoshanghai.

-End-

About Artyzen Hospitality Group

Artyzen Hospitality Group is a subsidiary of Hong Kong-listed conglomerate Shun Tak Holdings. Launched in 2013, the hotel management company's branded hotel concepts and services bridge an East and West cultural understanding to create and generate profitable partnerships with developers and owners. The Group's portfolio comprises Zitan, Artyzen Hotels and Resorts, Artyzen Habitat and citizenM. Each hotel brand brings the Group's philosophy of Art, Culture and Emotional Wisdom to life in a unique and contemporary way to provide culturally rewarding guest experiences. Artyzen Hospitality Group is led by a team of highly experienced and globally respected industry leaders known for innovation and talent management. The Group's management practices reinforce their partners' interests while upholding a strong commitment to building environmentally, socially and culturally sustainable properties. www.artzyzen.com

About Artyzen Habitat

A breakthrough in lifestyle hospitality concepts, Artyzen Habitat is a hotel brand that embodies the social and cultural vibes of the local community while leaving room for personal habits and preferences. Guests will appreciate the vibrant public spaces that can be dynamically redefined to accommodate co-working, social interaction, cafes and pop-up retail, to suit the different needs of the city. www.artzyzenhabitat.com

For queries, please contact:

Alicia Choo

Artyzen Hospitality Group

alicia.choo@artyzen.com