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## Artyzen Hospitality Group launches new Habitat brand in Shanghai

*Artyzen leads hospitality industry by introducing creative concepts to underpin its Habitat brand*



Artyzen Habitat launch brand concept "Ji"

**25 September 2019, Hong Kong** – Artyzen Hospitality Group officially launched a new brand last Friday, September 20. Under the roof of its second property in Shanghai Hongqiao, Artyzen unveiled *Habitat* alongside its first creative concept, 'Ji', signalling the intersection between people and culture.

Robbert van der Maas, President of Artyzen Hospitality Group, said: "People are seeking more personalised experiences when travelling, whether the purpose is for business or leisure. Our hotels empower guests to have deeper cultural experiences of the destination by engaging with them in a way that makes them feel part of the local community. Our Habitat brand is unique because of its focus on showcasing and embodying a sense of community and connection by conceptualising a concept that epitomises the essence of the destination – in this instance 'Ji'.

"Today marks an important milestone in our company's history. We are thrilled to officially launch the Artyzen Habitat brand and would like to take this opportunity to showcase to travellers, as well as the business partners, that Artyzen Habitat breathes its philosophy of delivering culturally rewarding experiences to each and every guest who stays in our hotels." said, Robbert van der Maas, the President of Artyzen Hospitality Group at the brand launch.

Habitat's Ji concept was launched via a series of activations that helped guests feel part of the fabric of the local community. Kicking off the launch was a photoshoot collaboration with a famous post-90s Chinese fashion photographer Leslie Zhang Jiacheng, allowing guests to observe the behind-the-scenes of a live photo shoot featuring models from Shanghai's ageless generation, dressed in locally made Tubu. The series of photographs is intended to reflect the cultural transformation and development of Shanghai while celebrating its traditional craftsmanship.



Photo by Leslie Zhang at Studio on the Artyzen Habitat brand launch day

The brand was also brought to life with a pop-up gallery called "Jiallery" with leading art curator Da Chin Art Centre to showcase valuable traditional ink wash paintings and a series of activities for guests to experience during the brand launch including a coffee making program, portrait creation experience by

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local art students in addition to various culinary delights to allow guests to explore and make the experience their own. The launch event also included an energetic flash mob with a storyboard that illustrated the milestone of the Habitat launch. The series of activations was complemented by intuitive services provided by Artyzen’s hosts to make guests’ experiences comfortable while giving them the freedom to explore.



Pop-up gallery “Jallery” with leading art curator Dachin Contemporary Art Centre

“We’re pleased to partner up with local artists and artisans to bring our ‘Ji’ concept to life so that our guests can truly experience the intersection of people and culture in modern-day Shanghai. We will further enhance the “Ji” concept by curating different collaborative projects that enlarge the diversity of the community, delivering and sharpening a deeper cultural experience for travellers in all its properties in operation and under development. We look forward to introducing more creative concepts as we expand our Habitat portfolio,” said, Mr van der Maas.

Rogier Verhoeven, Executive Director of Shun Tak Holdings, Artyzen’s parent company said, “On behalf of Shun Tak Holdings, I’d like to express endorsement for Artyzen Hospitality Group. We wholeheartedly support the launch of Habitat and the fantastic work that the team is undertaking to help guests feel part of the local community and culture.”



Group photo of senior executives of Artyzen Hospitality Group

Artyzen Habitat is a brand within Artyzen Hospitality Group’s broader portfolio, offering unique lifestyle hospitality concepts that embraces local communities. Aside from Artyzen Habitat, Artyzen Hospitality Group also comprises Artyzen Hotels & Resorts, an upscale lifestyle hotel brand that celebrates local

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culture with a focus on local heritage and craftsmanship. Thus far, Artyzen Hospitality group has a total of six operating hotels, with 8 developments in the pipeline, aiming to get up to 14 hotels by 2020.

Mr van der Maas concluded, “With the launch of Artyzen Habitat, the group has built very strong and diverse capabilities to meet different traveller demands. I’m confident that our guests will keep coming back to stay with us because of our focus in delivering enjoyable experiences across every brand in our portfolio. We are also excited about broadening our offer in different markets with a strong pipeline of projects in gateway cities around the world. We look forward to sharing these plans in the near future.

-END-

**For more information, kindly contact:**

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**About Artyzen Habitat**

Integrating live, work and play, Artyzen Habitat offers unique social spaces catered to the modern traveller. An experience for guests to ‘live like a local’, the brand 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, cafés and pop-up retail, to suit the different needs of the city. The rooms are designed to resemble an inviting home, with an open living space at the forefront of the room, and the sleeping area beyond the living space providing more privacy.

No matter which city guests may be exploring, the Artyzen Habitat experience inspires and provokes wonder, excitement and joy. We are all about deepening travellers’ connection with the city we adore – its people, its heritage, its art and its spirit. [www.artzyzenhabitat.com](http://www.artzyzenhabitat.com)

**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 and Artyzen Habitat. Each hotel brand brings the Group’s philosophy of Art, Culture and Emotional Wisdom to life in a unique and contemporary way to

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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.artyzen.com](http://www.artyzen.com)

**About Leslie Zhang Jiacheng**

Fashion commissions have been published in Another Man, AnOther Magazine, Dazed, A Magazine Curated By and the China editions of Vogue, Elle, Harper's Bazaar, Grazia, T Magazine, Nylon, New York Travel Magazine.

The photographer is included in the 2019 edition of Dazed 100, a global search of creative talents shaping our culture. Personal projects include various series and Les Lies, the photographer's first independent photography book published in 2017.

The creative agency Sangna headed by the photographer along with its independent editorial journal Sauna was launched in 2018.