

ARTYZEN HOSPITALITY GROUP SIGNS ICONIC SIFANG COLLECTIVE NANJING

The multi-designer concept marks Artyzen Hotels & Resorts' second hotel signing in China



(SINGAPORE, 8th December 2016) – Artyzen Hospitality Group, the global hotel management company with art and culture at its core, is pleased to announce the signing of a new Artyzen Hotel in China at the Sifang Collective site. Located less than 30 minutes from the historic city of Nanjing, the second largest city in the East China region and a major centre of culture, education and tourism – the site is a natural fit for the Artyzen brand.

Known as an architectural wonderland, the unique Sifang Collective complex is the result of immense collaborative work between more than twenty world renowned architects who, over the course of ten years, designed a variety of functional spaces, as well as permanent and temporary art exhibition venues.

The Artyzen hotel site is a destination in its own right, offering a distinctly different experience to each guest that visits.

With internationally renowned architects such as David Adjaye, Ai Weiwei and the first Chinese winner of the esteemed Pritzker Prize, Wang Shu, having made their mark on the site's 20 individually designed villas, the Sifang Collective is a true manifestation of the symbiosis of East and West, of natural and human beauty. Offering artists and

architects unique opportunities for developing and showcasing their works inside a beautifully preserved forest area, the Sifang Collective marks an exciting and significant expansion for Artyzen Hotels and Resorts.

The 200-room Artyzen Hotel will be set amidst the Sifang Art Museum, Conference



Centre and events space, which when combined are perfectly suited to host brand or product launches, fashion shows, film shoots, AGM's, wedding receptions, or large corporate events - a holistic experience that goes beyond the traditional hotel-site offering.

The conference centre, designed by Irata Isozaki, includes a gallery space, various conference halls and auditoriums, and a selection of the museum's permanent art collection, allowing visitors and business travellers to hold meetings and events while being immersed in a total artistic experience. In addition to the conference facilities is a Spa and



Wellness area that houses a variety of indoor and outdoor spring pools, and offers a host of sporting activities such as mountain climbing, yoga, cycling excursions, tai-chi and tennis.

Allan Yip, Vice President of Marketing, Distribution and Brands for Artyzen Hospitality



Group, says "Artyzen Hotels and Resorts serve to be a place of discovery for modern-day nomads. Each hotel sets out to bring the local or regional traditions relating to craftsmanship, cuisine and culture to life. The Sifang Collective site is an interesting and rare proposition with multiple world-renowned designers, each

bringing craftsmanship to life. It was therefore an obvious partnership for Artyzen Hotels and Resorts, given its natural characterization of the brands DNA and core values. We look forward to welcoming guests to this one-of-a-kind destination at the end of next year”.

The hotel is set for completion at the end of 2017, signifying the second Artyzen Hotels & Resorts project to be signed by Artyzen Hospitality Group in China. The first Artyzen Hotel was signed in conjunction with an Artyzen Habitat Hotel in Lingang New City in early 2016.

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This release was issued by VIM & VIGOUR PR on behalf of Artyzen Hospitality Group.

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Notes to editors

About Artyzen Hospitality Group

Artyzen Hospitality Group is a subsidiary of Hong Kong-listed conglomerate Shun Tak Holdings. 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 & Resorts, Artyzen Habitat and citizenM. Each hotel brand brings the Group's philosophy of Art, Culture and Emotional Wisdom to life in unique and contemporary ways 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.