

Artyzen Habitat Wins “The Best New Prominent Hotel Brand” Award



(Shanghai, 11th April 2018) – Artyzen Habitat by Artyzen Hospitality Group, received “The Best New Prominent Hotel Brand” awarded by the 13th China Hotel Starlight Awards, following its win as “The Most Expected Hotel Brand” in 2016. The brand debuted in China with its first hotel in Dongzhimen, Beijing in 2017, and is opening its second hotel in Hongqiao, Shanghai in the third quarter of this year.

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 also celebrates local art and culture which has gained much interest with hotel owners and with guests.

Artyzen Habitat 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 ergonomically designed to resemble an inviting home, with key features that include a focus on the open living space decked out with multi-functional furniture at the forefront of the room, and the sleeping area located beyond the living space providing more privacy. For travellers who are constantly on-the-go, the Utility Hub offers a 24/7 self-serve laundromat and gym.

At Townsquare, the social, laid back environment is perfect for lounging, casual catch-ups and interaction amongst travellers and locals. They can also work at co-working spaces, explore pop-up events, attend TED talks or simply enjoy some coffee and bites at Townsquare Café.

As part of the Artyzen Habitat experience for guests to 'live like a local', the hotel team known as Hosts, are equipped with rich local insights to assist guests throughout their trip. Be it helping guests at check in, brewing a coffee, mixing a cocktail, or sharing with guests the hidden gems of the city, they are trained to be resourceful and intuitive to guests' needs.

Art and culture is an intrinsic part of every Artyzen Habitat hotel. At every locale, Artyzen Habitat supports artistic endeavour and showcases local talent. Artyzen Habitat encourages young aspiring artists to create artwork reflecting the local culture and features best works in the hotel. Guests are able to appreciate the different form of art works for an artistic and cultural experience.

Michael Wu, the Head of China of Artyzen Hospitality Group said: "As an international hotel management company, this award is a huge recognition from the industry that we are meeting the market demand through our unique brand - Artyzen Habitat. Adopting the company's philosophy of 'art, culture and emotional wisdom', we strive to create value for every employee, guest and owner. Through innovative design and effective management expertise, we create hotels catering to the needs of the modern traveller while providing owners with considerable return on investment. We will soon welcome the first Artyzen Habitat in Shanghai – Artyzen Habitat Hongqiao Shanghai in 2018."

Artyzen Hospitality Group has been actively expanding in Asia Pacific, focusing on key gateway and capital cities. It has a total of 14 operating and developing hotels in cities such as Shanghai, Beijing, Nanjing, Macau and Taipei, of which a large proportion are Artyzen Habitat branded.

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About Artyzen Hospitality Group

Artyzen Hospitality Group is an innovative hotel management company, embraces "Art, Culture and Emotional Wisdom" as an operating philosophy. Each hotel brand brings this philosophy to life in unique and temporary ways. All share Artyzen Hospitality Group promise to provide a Culturally Rewarding guest experience. Its brands include Zitan, Artyzen Hotels & Resorts, Artyzen Habitat and citizenM.

Artyzen Hospitality Group is a subsidiary of Shun Tak Holdings Ltd, a listed company in HKSE. It is expanding its portfolio of hotels across Asia Pacific. With regional headquarter in Hong Kong, it is supported by marketing & sales, operations and development offices in Singapore, Shanghai and Macau. www.artzyzen.com