

FIRST ARTYZEN HOTEL TO OPEN IN NANJING, CHINA

Picturesque Artyzen Sifang Nanjing in Lao Shan National Forest Park welcomes guests



Nanjing, 11 September 2018 -- Artyzen Hospitality Group announces the opening of Artyzen Sifang Nanjing, the Group's first Artyzen Hotels and Resorts property and its second operational hotel in Mainland China. Located at the foot of Lao Shan National Forest Park, northwest of Nanjing Foshou Lake, the awe-inspiring Artyzen Sifang Nanjing is a 68,000 sqm masterpiece, a short drive from downtown Nanjing. The property has also been voted as the Top 100 Most Beautiful Hotels in China by 'Fashion Travel', a popular social media account by Weekend Hotel App, Shanghai this year.

"Artyzen Sifang Nanjing offers the perfect escape from the bustling city life where visitors can take a break and rejuvenate. It also offers a unique stay experience in the green sanctuary of Lao Shan National Forest Park, which is a destination in itself. Architecture and art lovers will be able to visit the Sifang Art Museum and appreciate the architectural collection of uniquely designed villas that bear the artistic hallmarks of 20 world-renowned and local architects. The intertwining of art, culture and nature at Artyzen Sifang Nanjing makes it the best destination in Nanjing to celebrate special occasions and host memorable events," said Robbert van der Maas, President of Artyzen Hospitality Group.

Artyzen Hotels and Resorts is an upscale lifestyle hotel brand that delivers immersive local experiences that inspire the modern-day nomad. The brand provides a contemporary take on traditions and craftsmanship, offering guests a journey of cultural and artistic discovery. Each property is designed to celebrate the unique heritage of its locale, with the design team working

closely with local artists and artisans to weave traditional techniques and traditions into modern design concepts.

Artyzen Sifang Nanjing is a contemporary architectural showcase of the talents of over 20 award-winning architects from around the world, including Arata Isozaki, Steven Holl, Kazuyo Sejima, Ettore Sottsass, and Wang Shu, the first Chinese winner of the Pritzker Prize. The sprawling property currently offers 91 rooms and will gradually offer 93 more rooms in 20 one-of-a-kind villas, each designed by a famous architect. Guest rooms are bathed in natural light and offer lake views and views of the surrounding woodland landscape.

With over 6,000 sqm of function space that can be configured to suit anything from MICE functions and fashion shows to weddings, private gatherings and even film shoots, Artyzen Sifang Nanjing also offers an unparalleled range of exceptional indoor and outdoor venues. With the mountains and lake as the backdrop, outdoor events at Artyzen Sifang Nanjing will be most memorable for its guests.

Guests can choose to dine at Labbra Rosse, which serves Mediterranean-inspired cuisines by award-winning chefs. The restaurant is led by Executive Chef Mert Yukselen, who won the Best Creative Chef Award on The Greatest Chef of China CCTV. Guests can enjoy dessert creations by Pastry Chef Andrew Xue, winner of Best Chocolate Cake Award in the China Pastry Cup. For other gastronomical delights, guests can dine at Chuan Palace, which offers Cantonese, Huai Yang and Sichuan cuisines in an opulent dining area flanked by 14 private dining rooms. They can also chill out at its Rooftop Bar featuring a selection of whiskeys, wines and cocktails; or enjoy the hotel's signature afternoon tea at the Lobby Lounge.

Artyzen Sifang Nanjing is the sixth hotel to join Artyzen Hospitality Group's operating portfolio, which also includes Artyzen Habitat Dongzhimen Beijing, citizenM Taipei North Gate, Ka'anapali Beach Hotel Maui, Hawaii, Grand Lapa Macau and Grand Coloane Resort Macau. It has 10 hotels in its pipeline.

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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.artyzhen.com

About Artyzen Hotels and Resorts

Artyzen Hotels and Resorts is an upscale lifestyle hotel brand that delivers immersive local experiences that inspire the modern-day nomad. Providing a contemporary take on traditions and craftsmanship, Artyzen Hotels and Resorts offers guests a journey of cultural and artistic discovery. Bespoke Artyzen Hotels and Resorts properties are designed to celebrate the unique heritage of each locale, with the

techniques and traditions of local artists and artisans woven into modern design concepts. The approach to service focuses on helping guests connect with the city and service artisans take on the all-encompassing role of a true host, making sure that guests enjoy a meaningful and rewarding stay.
www.artyzehotels.com

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