

## One of Asia's Most Anticipated Hotels – The South Beach Opens for Business

Singapore, 3 September 2015 – The South Beach, one of Asia's most anticipated hotels, opened its doors for business today (3 September 2015) as part of a preview before fully opening later this year.

Developed to strike that perfect balance between work and play, The South Beach will be a destination in itself. Designed to create a H.I.P. environment – Highly Individualised People and Places – the Hotel of Design will invite guests to explore their imagination and leave the ordinary behind.

The South Beach features 654 Philippe Starck-designed Showcase Guest Rooms and Suites, an all-day dining restaurant, three vibrant bars, two sky gardens, two infinity swimming pools and a gym. There are 43 Imaginative Social Spaces, which together offers a unique destination within the thriving Civic District.

During this preview period, the hotel is offering a “Stay 3 Pay 2” promotion. There is a contemporary restaurant, ADHD (All Day Hotel Dining), featuring a diverse menu with a range of cuisine, from breakfast through to late night in a relaxed contemporary setting.

Guests will be able to preview LAUGH – one of the three vibrant bars located on the ground floor, with its own street entrance from Nicoll Highway. LAUGH blends cheekiness and humour through design with colourful prints and an assortment of mix-and-match seating options.

“The South Beach seeks to Create Infinite Experiences for guests by integrating Luxury & Lifestyle, design and technology as well as work and play throughout the property,” said Mr Jan Büttgen, General Manager of The South Beach.

“The design seeks to create a hospitality experience second to none and we hope that each guest who stays with us can leave with unique stories to tell,” he added.

A roster of leading lights in the design world have collaborated on this exciting project, that includes architecture by Foster+Partners and global design firm Aedas, interiors by Philippe Starck and installations by artists Lee Lee Nam and Soh Ee Shaun.

The hotel is part of South Beach mega mixed-use development which also comprises offices, residences, retail space and a private club. The development seamlessly integrates heritage sites – three army blocks and the famous Non-Commissioned Officers (NCO) Club – with two new tower blocks. The 34-storey office tower that opened at the start of 2015 has secured 96% occupancy with “A list” tenants such as Facebook and Expedia.

The hotel is located in the second tower along with 190 luxury apartments. South Beach Residences, as they are called, is expected to be completed by Q2 2016. South Beach Club, located within the former Non-Commissioned Officers Club, at the corner of Bras Basah Road and Beach Road, is targeted for launch in Q4 2015. This will be Singapore's newest private membership club, offering unique experiences through exclusive access to a privileged lifestyle.

Also located in one of the conserved heritage buildings within the complex is Court Martial Bar, which will offer a beautiful, mood-lit space for guests to enjoy specially crafted concept drinks and cocktails all drawing on the history of the original court house.

The third army block will house The South Beach's Grand Ballroom.

"This beautiful ballroom is set to be completed in a month's time. We already have high profile events that have been booked in our ballroom so exciting times are definitely on the horizon," said Mr Büttgen.

South Beach Quarter, the 13,000 sq ft two-storey conservation block located at the corner of Beach Road and Middle Road, will soon house four exciting new-to-market F&B concepts by lifestyle group Massive Collective. These include Vanity, an exciting multisensory cocktail bar; Vatos Urban Tacos, the first branch of the popular Korean-Mexican restaurant out of South Korea; The Armoury, a Gastropub with a unique assortment of craft beers, boutique wines and an all-day dining concept; as well as an exclusive "word-of-mouth only" nightclub. With these establishments expected to open in stages this September, South Beach Quarter is poised to be one of Singapore's finest dining and nightlife destinations.

With its progressive openings, the South Beach mixed-use development located at the intersection of Beach Road, Bras Basah Road and Nicoll Highway has already become an iconic landmark, a new addition to the already impressive Singapore skyline.