

PRESS RELEASE

The Waterhouse at South Bund Shanghai's first cutting-edge design hotel unveils today!

(Shanghai, China, 15 May 2010) – The Waterhouse at South Bund (www.waterhouseshanghai.com), an intimate boutique hotel utterly original in design, opens today in Shanghai's historic Shiliupu dockyard district.

Located on the banks of the Huangpu River and in the vicinity of the 2010 World Expo (Puxi) site, The Waterhouse at South Bund will raise the boutique hotel stakes in Shanghai with its cutting-edge design and one-of-a-kind experience.

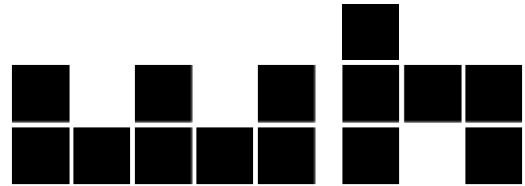
The Design Concept

The hotel's design philosophy is based on a blurring or an inversion of internal & external spaces, creating a disorienting yet refreshing spatial experience for guests in search of something out of the ordinary. The public places allow glimpses into private rooms while the private spaces invite guests to peek into public areas. The result is a stay that both defines and distinguishes the visitor experience at The Waterhouse at South Bund.

Architect / Designer

One of the leading architectural voices in China today, the Shanghai-based Neri & Hu Design and Research Office (NHDRO) was commissioned to transform a non-descript riverside building into a daring interpretation of modern Shanghai, where old and new sit side by side.

Neri & Hu are winners of many international and domestic awards and the firm has been recognized as 'the epitome of modern Chinese aesthetics'. Founded by Lyndon Neri and Rossana Hu, the works of the architectural design firm are wellsprings of creative and contemporary design. Their projects include Legation Quarter in Beijing, Y+ Yoga in Xintiandi, Shanghai, The China House at the Mandarin Oriental in Bangkok and the Design Republic flagship retail store, which was bestowed the DFA (Design for Asia) Best Design Award.



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The Furniture Collection

The hotel features a significant collection of designer furniture – possibly more than in any other hotel in China – including selected works by leading names such as Arne Jacobsen, exemplar of the ‘Danish Modern’ style; Finn Juhl, the master of functionalism in furniture design; Hans Wegner, one of the most innovative Danish furniture designers;

Milan-based designer Antonio Citterio whose creations are among the permanent exhibits at the Museum of Modern Art (MoMA) in New York, and Kana Ishikawa, formerly designer for the renowned fashion house of Yohji Yamamoto.

Wine & Dine

Table No. 1 by Jason Atherton is a casual restaurant that offers a refreshing look at contemporary European cuisine in a cosy, convivial atmosphere.

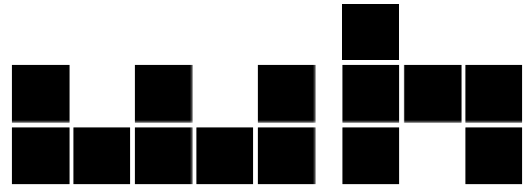
Consultant chef Jason Atherton is the Michelin-starred name behind *maze*, a London restaurant that is part of the Gordon Ramsay Group. The phenomenal success of the *maze* brand led to more restaurants in Prague, New York, Cape Town, Melbourne and Dubai.

Jason’s personal accolades include ‘London’s Outstanding Chef’ from *The Evening Standard* in 2008 and ‘Best Chef of the Middle East’ from *TimeOut Magazine*, Dubai. He has also hosted the hugely popular BBC2 series, ‘*Great British Menu*’ and is a regular on shows like ‘*Saturday’s Kitchen*’ and ‘*Market Kitchen*’.

The interior of Table No. 1 is an informal space featuring wood and grey brick and is flooded with natural light. Four communal-style dining tables of unfinished wood add to the sociable environment and make the space conducive for shared dining. The main dining hall and two private dining rooms are set within historic Shiliupu, once Shanghai’s most bustling shipyard.

With a menu created to encourage interaction, the dishes at Table No. 1 come in sharing portions so guests can enjoy an informal dining experience and sample a wide variety of dishes created by the chefs.

The Roof at Waterhouse, a rooftop cocktail bar, offers a splendid view of the Huangpu River and serves up the most creative concoctions and delectable appetizers to guests who come to this perfect cozy getaway in the city.



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The hotel also features a lobby lounge, *The Lobby*, that offers light menus in an environment well-suited for chilling out. Bespoke cocktails and afternoon tea or simple snacks can be enjoyed, while there is also a fireplace to warm up the room during the cold winter months.

Event Warehouse

The Waterhouse at South Bund is comprised of two buildings: a hotel and an event warehouse.

Adjacent to the 19-room boutique hotel and restaurant is a pillarless multi-purpose event venue that was converted from a former warehouse. The impressive space evokes the building's industrial roots while staying true to the neighborhood's historic past.

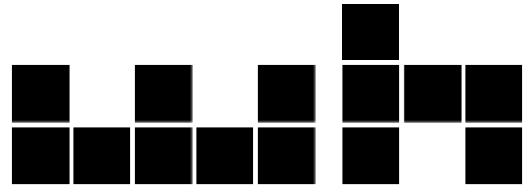
The 8,000 square-foot (743 sqm) multi-function warehouse boasts a double-storey ceiling and a flexible, easy-to-convert layout, making it perfect for a wide range of events, including product launches, fashion shows, corporate and sporting events, concerts, exhibitions, weddings, and other promotional activities.

With a capacity of up to 800 guests, the unique space has become a preferred new option for Shanghai's top events even before the launch of the hotel. Recent high profile functions held at the warehouse included Shanghai Tang 2009 fall & winter fashion show, Hong Kong film director Wong Kar Wai's star-studded private party and the launch of International Home Décor & Design.

Geographical Location

Ideally located in the vicinity of the 2010 World Expo site and adjacent to Shanghai's latest cultural hotspot, The Cool Docks, The Waterhouse at South Bund is situated east of the city's old town, which was the focal point for the city's shipping and trading activities in the 1800s.

With a magnificent view of the Pudong skyline, The Waterhouse is part of a quaint low-rise district where much of the city's architectural heritage is still intact. Across the main road of Zhongshan Nan Lu that leads to The Waterhouse is the famous Shiliupu fabric market where tourists and locals have their suits and gowns tailor made.



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To the east, across the Huangpu River, is the bustling commercial centre of Lujiazui while to the south is the Nanpu Bridge, the first steel and concrete composite girder cable-stayed bridge built in Shanghai and the fourth longest of such bridge in the world.

To the west of The Waterhouse is the historic Old Town of Shanghai, with such popular tourist attractions as Yuyuan, Huahai Lu shopping area and Xintiandi; and to the north, just 1.5km away, is the world-famous Bund with its many fine examples of period European architecture.

The Waterhouse is next door to The Cool Docks, a new commercial venture offering retail outlets, restaurants, bars and related businesses. Riding on the World Expo wave, The Cool Docks is set to become one of Shanghai's latest cultural and lifestyle riverfront destinations.

The Management

The Waterhouse at South Bund will be the first property in China managed by The New Majestic Group. Already managing numerous top restaurants and two multi award-winning properties, 1929 and The New Majestic Hotel Singapore, the group leads the design hotel trend in the region and will bring a whole new meaning to the art of boutique hotel management in China. The group recently launched Townhall Hotel & Apartments in London, England.

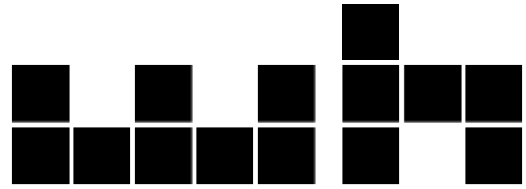
FACTS AT A GLANCE:

- Total number of **hotel rooms**: 19 (some with private terrace)
- **Table No. 1 by Jason Atherton** restaurant capacity: 60 guests
- **Private dining rooms**: 2 (The larger room that overlooks The Cool Docks can accommodate up to 10 guests and has cooking facilities to showcase the chef's skills while the smaller room seats 8 guests)
- **The Roof at Waterhouse** cocktail bar capacity: 150 guests
- **Event warehouse** total floor area: 743 sqm or 8,000 sq ft
- Event warehouse capacity: 800 guests (standing) or 500 banquet-style seats

For information on The Waterhouse at South Bund, please visit www.waterhouseshanghai.com.

For **hotel reservations**, please email: reservations@waterhouseshanghai.com.

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For **Table No. 1** by **Jason Atherton** restaurant reservations, please call: +86 21 6080 2918 or email: info@tableno-1.com.

For **Event Warehouse** rental or enquiries, please contact Ann Wang at: +86 1580 0377 579 or email: ann@waterhouseshanghai.com.

For **Media enquiries**, please contact:

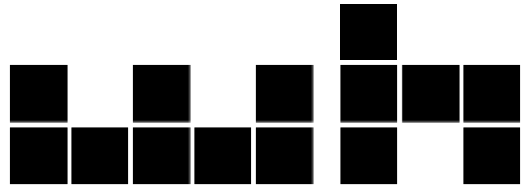
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Hotel Exterior

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Bund Suite



The Roof at Waterhouse

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