



## GRAND OPENING OF THE S HOTEL IN TAIPEI

June 13<sup>th</sup> - The S Hotel held its grand opening, as a new-style aesthetic edifice located on bustling Dunhua North Road. In the spirit of Love, Chairman Xiao-Fei Wang named the hotel after his wife Barbie Xu, who is known as “Big S” as a showbiz artist with love and happiness being the hotel's core values.

The S Hotel interiors were designed by internationally renowned creator Philippe Starck, who infused the place with elegance, poetry, and humor, creating fertile surprises for a unique hospitality experience in Taiwan.

With its 103 refined rooms and its Michelin-star chef restaurant, S Hotel aims to attract both locals and international travelers.

*“This hotel is dedicated to my dearest wife and created in her name. I am honored to have Mr. Philippe Starck, a well-renowned international master architect to design for us. In addition to blending many local features, we want to add some popular elements that are everlasting, which can make the style still appear new even after a decade to be a trend leader in the world of fashion and an iconic benchmark in Asia that gains a footing in Taiwan”.* Xiao-Fei Wang, Chairman

The hotel marks a refreshing evolution in Asia hospitality. The interior design created by Philippe Starck is conceived as a bridge between tradition and modernity, by incorporating indigenous Taiwanese humanistic features, Starck created a unique and bespoke atmosphere which welcomes the guests in a sensorial experience, full made of art, culture, creativity and intelligence. The ceiling and carpet - painted based on the aboriginal culture by Taiwanese artist Cha-Ray Chu - comes into view as one enters the lobby.

An artistic and heart-warming environment that everyone can enjoy.

HYG, a Scandinavian restaurant in B 1, is named after a common Danish verb “hygee”, which means creating a warm atmosphere by bringing the good things in life to everyone. In fusion with the Asian elements, the cuisines are elaborated in a simple style to maximize the taste of the food ingredients. The well-renowned Danish chef Mikkel Maarbjerg is in charge of the HYG restaurant. He has won the honor of Michelin two stars for his own restaurant in (city). The restaurant will launch different limited seasonal set meals featuring light and healthy Nordic flavors and fresh ingredients of the season.