

**CREATIVITY, HUMOUR, LOVE:  
M Social Singapore is an avant-garde laboratory created by renowned French  
creator Philippe Starck.**

**SINGAPORE**, 2 June 2016 – Come 9 June 2016, a new and vibrant lifestyle design hotel by Philippe Starck will debut in Singapore. **M Social Singapore** has 293 rooms and thrives on an interplay of friendship, community and new experiences. It is built on the democratic premise of giving the best, while being affordable to the greatest number of people, particularly those with a millennial mindset.

Guided by these principles, Starck conceptualised the project as an avant-garde laboratory in the ever-evolving neighbourhood of Robertson Quay. “M Social is where all the elements of the world – including creativity, humour and love – come together in an explosion of energy to create the joy of today’s and tomorrow’s world. To me, it is a stage dedicated to creative people,” he said.

Throughout the project, the density and strength of raw concrete is balanced with the concept of immateriality by the use of multimedia projections and video screens.

**Communal Spaces**

In the driveway, be greeted by steel sculptures of two peanuts as well as a cube, all finished with a bronze, rust-like patina. The latter conveniently doubles up as additional luggage storage area.

Enter the reception area and be greeted by a 10m-long high table flanked with three display cabinets designed by Starck. Underneath, a veined alabaster floor lit from the inside recalls the effect of marble, and delineates this section, which can double up as a mini business centre.

A second public area is the restaurant and bar, Beast & Butterflies, deliberately kept in a separate part of the hotel to differentiate the experience. Unifying them are the patterned floor tiles specially flown in from Spain that lend elegance and a sense of identity.

At Beast & Butterflies, an extraordinary universe of community and conviviality await. Look up and be wow-ed by the eight chandeliers recessed into the ceiling. Each is intentionally different from the next to emulate diversity and stimulate creativity.

Along one wall in the restaurant, 40 tablets are mounted and run its length, projecting contemporary artworks. These screens are conceived as a unique open-source platform of expression and creativity, where artists from all around the world can submit their creations to be exhibited.

The furniture is all designed by Starck, featuring tan-coloured leather armchairs interspersed with retro-style checked sofas made by weaving leather together. On the tables, clusters of lava lamps add a contemplative touch as the wax inside rise and fall hypnotically.

Venture further into Beast & Butterflies and come across communal tables made using the same inside-lit alabaster as the flooring in the reception that encourage meeting and mingling. An open kitchen gives diners a glimpse of the inner workings of the culinary team, while two 13.5m counter tops overlook the bar, embedded with a total of 28 television screens. Up above, LED lights incorporated with motion-detection technology get activated when there is a flow of human traffic.

Equally eye-catching are the black columns that run along Beast & Butterflies. Onto them are painted murals by Spanish artist Luis Urculo, who also customised pieces in a similar style to line the walls of the lift shaft. At first glance, they appear disconnected and fragmented, much like a cabinet of curiosities. They invite guests to view them several times to conceive their own interpretations, and, in the process, create an intimate relationship.

Ride the lift up to the fifth floor and enjoy the experience created by Urculo's mural that almost evokes cinematic travel. In the open-air deck, a 31m-long lap pool tiled with glittering blue mosaic stretches out towards the historic Singapore River. Woven grey lampshades hang on the green wall where lush plants grow, each placed beside a wooden outdoor lounger.

## **The Rooms**

Up in the guest rooms tucked across 10 floors are four different tiers available for selection: The Nice Room, The Nicer Room, The Big Room and The Bigger Room. The rooms are conceived to offer comfortable and timeless elegance to the modern and avant-garde millennium tribe – think warm colour tones, luxurious pashmina throws and thick carpets, ensconced within spaces that have generous ceiling heights of up to 5m. The versatility of the rooms naturally creates different spaces in which guests can work, play, read, sleep with the best possible service.

Each of the accommodation options come in varying sizes and configurations. For instance, The Nicer Room has a terrace attached to it, while The Bigger Room is actually a duplex-style loft with a terrace.

Said Starck, “M Social will be the new and vibrant place in Singapore where elegance, creativity and technology meet to offer a unique experience to our global smart tribe.”

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For more information, visit [www.millenniumhotels.com](http://www.millenniumhotels.com).

### **About City Developments Limited**

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CDL has hotel assets in one of the world's largest hotel groups – its London-listed subsidiary, Millennium & Copthorne Hotels plc (M&C), has 126 hotels globally, many in key gateway cities. In Singapore, CDL has developed over 36,000 homes and is one of Singapore's largest commercial landlords, with one of the biggest landbanks amongst Singapore private-sector developers.

Building on its track record of over 50 years in real estate development, investment and management, CDL has developed growth platforms in five key international markets – China, UK, US, Japan and Australia. The Company is also leveraging its stable of prime assets and growing its real estate funds management business. It currently has S\$2.6 billion in funds under management.

For more information, visit [www.cdl.com.sg](http://www.cdl.com.sg).

### **About Philippe Starck**

Philippe Starck is an internationally acclaimed French creator, designer and architect.

His profound comprehension of contemporary mutations, his determination to change the world, his anticipatory concern for environmental implications, his love of ideas, his desire to defend the intelligence of usefulness - and the usefulness of intelligence - have accompanied one iconic creation after the other. From everyday products such as furniture and lemon squeezers, to revolutionary mega-yachts, individual windmills, electric bikes or hotels and restaurants that aspire to be wondrous, stimulating and intensely vibrant places.

This untiring and rebellious citizen of the world, who considers it his duty to share his ethical and subversive vision of a fairer planet, creates unconventional places and objects whose purpose is to be “good” before being beautiful.

Philippe Starck and his wife, Jasmine, mostly live on an airplane or in "middles of nowhere".

For more information, visit [www.starck.com](http://www.starck.com)