

# DESIGN HOTELS™ PRESS RELEASE

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## Timeless Design.

### A FRITZ HANSEN 60TH ANNIVERSARY COLLECTION IN PARTNERSHIP WITH DESIGN HOTELS™

*Singapore, February 20, 2018 – This March will see the beginning of a new design partnership, where Design Hotels™ and leading Danish furniture company, Fritz Hansen, join forces to celebrate the 60<sup>th</sup> anniversary of some of the world's most acclaimed and unique design classics. The celebrations will kick off with a series of installations of Arne Jacobsen chairs, which will be exhibited in select Design Hotels™ member properties across Asia. Design Hotels™ and Fritz Hansen will bring together their Communities to honor one of 20<sup>th</sup> century's most esteemed designers.*

Sixty years ago, some of the design world's most iconic chairs—Arne Jacobsen's the Egg™, the Swan™ and the Drop™—made their debut thanks to the legendary international design brand Fritz Hansen. This March, the chairs will be displayed at three events featuring collaborative installations by local design influencers at Trunk Hotel, Tokyo; The Sukhothai, Bangkok; and The Warehouse Hotel, Singapore.

The collaborative exhibits launch with a community preview evening in each city and are then open to the public for one week. Registrations are possible via [www.designhotels.cc/timelessdesign-rsvp](http://www.designhotels.cc/timelessdesign-rsvp)

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## **Tokyo – Trunk Hotel**

Trunk Hotel - where Tokyo parties and local integration take pride of place - hosts the first installation of the series. Tokyo-based floral artist Nicolai Bergmann brings his architecturally inspired aesthetic of bold color and sculptural arrangements to his concept.

Registrations of interest to attend the community preview on March 12th, Monday, 6-8pm:  
Trunk Hotel, 5-31 Jingumae Shibuya-ku, Tokyo, 150-0001, Japan

## **Bangkok – The Sukhothai Bangkok**

The Sukhothai Bangkok, influenced by Thailand's golden age of architecture and art, is on the cusp of launching a new club wing, and showcases a design concept by innovative architect and founder of VaSLab Bangkok, Vasu Virajsilp.

Registrations of interest to attend the community preview on March 22nd, Thursday, 6-8pm:  
The Sukhothai, 13/3 South Sathorn Rd. Bangkok, 10120, Thailand

## **Singapore – The Warehouse Hotel**

The Warehouse Hotel, the contemporary benchmark for adaptive re-use and local collaboration, hosts a launch of The Design Hotels Book 2018, with Influencers List visionary Chris Lee, cross-disciplinary creative and founder of Asylum.

Registrations of interest to attend the community preview on March 29th, Thursday, 6-8pm:  
The Warehouse Hotel, 320 Havelock Road, 169628, Robertson Quay, 169628, Singapore



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## NOTES FOR EDITORS

For high resolution images and more information on our member hotels, please register on the Design Hotels™ Virtual Press Office [designhotels.com/press](http://designhotels.com/press).

To download the images directly, click [here](#).

For additional information, please contact us via email [press@designhotels.com](mailto:press@designhotels.com) or phone at +49 30-8849 400 91.

For reservations, please refer our website [designhotels.com](http://designhotels.com) or find the appropriate Design Hotels™ toll-free number [designhotels.com/toll-free-numbers](http://designhotels.com/toll-free-numbers).

## ABOUT DESIGN HOTELS™

Design Hotels™ represents and markets a curated selection of over 300 independent hotels in more than 60 countries across the globe. More than a collection of hotels, the company is a collection of stories. Each property reflects the ideas of a visionary hotelier, an "Original," someone with a passion for genuine hospitality, cultural authenticity, thought-provoking design and architecture. Each "Original" stands for the individual, aesthetic and service-driven experience that his or her hotel provides.

Founded by Claus Sendlinger in 1993, Design Hotels™ offers its members insightful travel industry knowledge, from market trend consultancy to international sales representation. The company has its headquarters in Berlin and branches in London, Barcelona, New York and Singapore.

In 2015, Design Hotels™ joined forces with Starwood Preferred Guest (SPG®), enabling its member hotels to have both a greater and more selective reach while offering its Community the benefit of the industry's leading loyalty program. In every participating member hotels, SPG® members can earn and redeem Starpoints on every stay.

[www.designhotels.com](http://www.designhotels.com)  
[www.designhotels.com/original-experiences](http://www.designhotels.com/original-experiences)

## ABOUT FRITZ HANSEN

Fritz Hansen is an exclusive brand founded in Denmark in 1872 with the mission of crafting timeless design. Today, Fritz Hansen is a global player with concept stores and retail outlets around the world. The Fritz Hansen collection comprises world-famous classics and contemporary furniture products, all developed in collaboration with leading international designers such as Arne Jacobsen, Poul Kjærholm, Cecilie Manz and Jaime Hayon. Fritz Hansen iconic designs never compromise on comfort, craftsmanship and extreme quality. Continuously striving to strengthen its position among the absolute global elite of pure and timeless design brands.