

DESIGN HOTELS™

PRESS RELEASE



S Hotel

Taipei's alternative urban experience

Berlin, September 18th, 2018 – S Hotel offers an alternative urban experience, defined by high-end comfort wrapped in colorful wit and joyful elegance, all set in the heart of Taipei's lifestyle destination — the Songshan district. Developed by Wang Xiao Fei and named for his wife, the actress Big S, the S Hotel interiors were designed by internationally renowned creative Phillipe Starck, who infused the place with elegance, poetry, and humour. The result is a property that thoroughly embraces the original spirit of Taiwanese culture and simultaneously presents a modern design encounter.

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The interior design created by Starck is conceived as a bridge between tradition and modernity, and by incorporating indigenous Taiwanese features, Starck has created a unique and bespoke atmosphere which welcomes guests to a sensorial experience made of art, culture, creativity and intelligence. The ceiling and carpet - whose designs, by Taiwanese artist Kristy Cha-Ray Chu, are based on the aboriginal culture - comes into view as one enters the lobby. An artistic and heart-warming environment that everyone can enjoy.

Comprising 103 guestrooms and suites, the hotel presents a soothing space in which guests can leave the city behind. Refreshing white backdrops accented with pops of mustard yellow and highlighted by an

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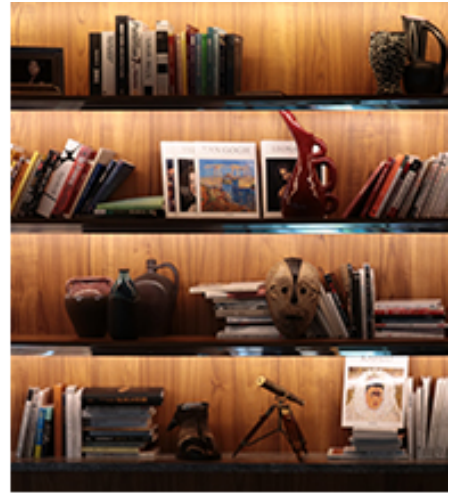
abundance of natural light give each space a light and airy feel, further enhanced by strategically placed large rose-tinted mirrors. Bang & Olufsen audio equipment and LCD multimedia interactive televisions facilitate downtime, while workstations with multimedia docking ports and enhanced lighting elevate each guestroom into a multifaceted space. It's all rounded up by chic bathrooms, in which power rain showers are filled with products from the iconic Taiwanese toiletry brand Ginger.

Seasonal gastronomic experiences bring together the freshest local produce with refined French cooking techniques are presented across numerous dining concepts at S Restaurant & Bar, the Whiskey Bar, S Deli and in-room dining. Options range from fresh local seafood and home-made pasta classics to Asian comfort favorites from the chefs childhood. A creative bartending team serve up cocktails and make way for a curated wine list to hit every spot. Elsewhere, business and leisure needs are accommodated in the hotel's conference rooms and fitness center, making S Hotel a true all-rounder.

On joining Design Hotels™ Wang Xiao Fei, mastermind of S Hotel, said, *"Being an urban boutique design hotel, we sought to showcase local Taiwanese culture and arts and are elated that S Hotel joins as a Design Hotels member. Every detail from the art, to amenities and dining concepts hint at Taiwan's creative energy. It's a fruitful partnership to be a part of a Community that values the unique guest experience we offer."*

Located in the heart of Taipei in the city's Songshan district, S Hotel's neighborhood is home to myriad independent designers, multi-concept boutiques and cafes, with the tree-lined Fujin Street heralding the up-and-coming lifestyle cluster just north of the central business district. Easy access to Songshan Cultural Park and Taipei Arena from the hotel offers the opportunity for short strolls and the chance to observe the city's burgeoning creative arts scene, as well as concerts and sporting events. In addition, the Taipei Songshan Airport is a mere five minutes away and connects to destinations in China, Tokyo and Seoul – making this urban bolthole ideal for weekend retreats.

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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, Los Angeles, 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. Since August 2018, Marriott International combined its leading loyalty programs of SPG®, Marriott Rewards® and The Ritz-Carlton Rewards® into one loyalty program with instant elite status matching and points transfer.

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