

THE PENINSULA

H O T E L S

March 2008

SALON de NING -

THE PENINSULA HOTELS CELEBRATES THE GOLDEN AGE OF TRAVEL WITH NEW SIGNATURE LOUNGE BAR CONCEPT

Continuing its philosophy of creating signature venues in its hotels in Asia and the USA, The Peninsula Hotels introduces Salon de Ning, an innovative lounge and bar concept. Resembling an elegant drawing room in a private residence in Shanghai in the 1930s, Salon de Ning is a seamless combination of a clubby lounge venue and a unique collection of travel mementos, art and “objets” reflecting the glamour and style of 1930’s Shanghai – the “Paris of the East”.

Salon de Ning will be initially launched during 2008 at The Peninsula New York in May and The Peninsula Hong Kong in October, and then return to its roots with the opening of The Peninsula Shanghai in autumn 2009.

Salon de Ning is based on the tale of Madame Ning, a celebrated Shanghai socialite, avid world traveler and international hostess who presided over “salons” in her stylish and eclectic residences around the world, making her friends and guests feel at home in a warm and welcoming environment.

The “salon” concept first appeared in France in 1664, denoting a gathering of the leaders of society, art, politics, literature, music and so on under the roof of an inspiring hostess. This practice spread across the globe through the centuries, and continues today in many cities around the world.

From Marrakech to Paris, Giza to Angkor Wat, Mount Fuji and beyond, Ning was a keen traveler and a tireless collector of “objets” and artefacts sourced during her journeys. On returning home, these would be mounted and displayed in a playful and eclectic juxtaposition of east and west, antique and modern, with paintings, photographs, crystal, etched and stained glass, Moroccan lanterns, antique Chinese timber daybeds and screens, Venetian mirrors and more seamlessly mixing and matching.

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In Salon de Ning, Art Deco, Chinese and international influences fuse into “Shanghai Deco” – Shanghai’s own stylish mélange of east meets west, reflecting its position as the crossroads of the east.

Designed by Henry Leung, the Hong Kong-based Design Director of Chhada, Siembieda Leung Limited, who has created several Chinese heritage projects for The Peninsula Hotels, Salon de Ning is based on the style of the traditional Shanghainese house named “Shikumen” (meaning “stone gate house” in Chinese). Access to each Salon de Ning is through a large granite gate archway featuring Roman and Art Deco details with Chinese calligraphy, amply setting the tone for the experience to come.

The first Salon de Ning will open on the rooftop of The Peninsula New York in May 2008, with spectacular views over 5th Avenue and the glittering skyline of Manhattan. A small interior bar with an extensive and eclectic art collection is complemented by two large outdoor terraces with antique-style Chinese day beds for relaxing and taking in the stunning views.

The bar will offer a range of signature cocktails and light meals, while an exclusive rosé Champagne has been created for Salon de Ning by Deutz of France, who have enjoyed a long relationship with The Peninsula Hotels, producing its signature Champagne for almost 20 years.

The second Salon de Ning launches on Hong Kong in October 2008, with Shanghai in autumn 2009. Both venues will include a small dance floor, together with a selection of private seating alcoves reflecting the different continents experienced by Ning during her travels.

During the day, each venue can also be used for private art exhibitions, product launches, interviews, intimate live performances and other activities.

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For the international traveler and local resident alike, The Peninsula philosophy is to create signature experiences with a collection of unique venues with character and personality, while still offering the basic Peninsula tenet of value for money with uncompromising quality and service. Unique venues to date include award-winning Chinese restaurants celebrating the culture and design heritage of China with Spring Moon (Hong Kong), Huang Ting (Beijing) and Hei Fung Terrace (Tokyo), together with rooftop venues created by celebrated designers – the Philippe Starck-designed Felix (Hong Kong) and Yabu Pushelberg's Peter (Tokyo).

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Incorporated in 1866 and listed on the Hong Kong Stock Exchange, The Hongkong and Shanghai Hotels, Limited is a holding company whose subsidiaries are engaged in the ownership and management of prestigious hotels, and commercial and residential properties in key destinations in Asia and the USA. The hotel portfolio of the Group, The Peninsula Hotels, comprises The Peninsula Hong Kong, The Peninsula New York, The Peninsula Chicago, The Peninsula Beverly Hills, The Peninsula Tokyo, The Peninsula Bangkok, The Peninsula Beijing, The Peninsula Manila, The Peninsula Shanghai (opening 2009), and Quail Lodge Resort and Golf Club in Carmel, California. The property portfolio of the Group includes The Repulse Bay complex, The Peak Tower and The Peak Tramways, St. John's Building and The Landmark in Ho Chi Minh City, Vietnam.

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