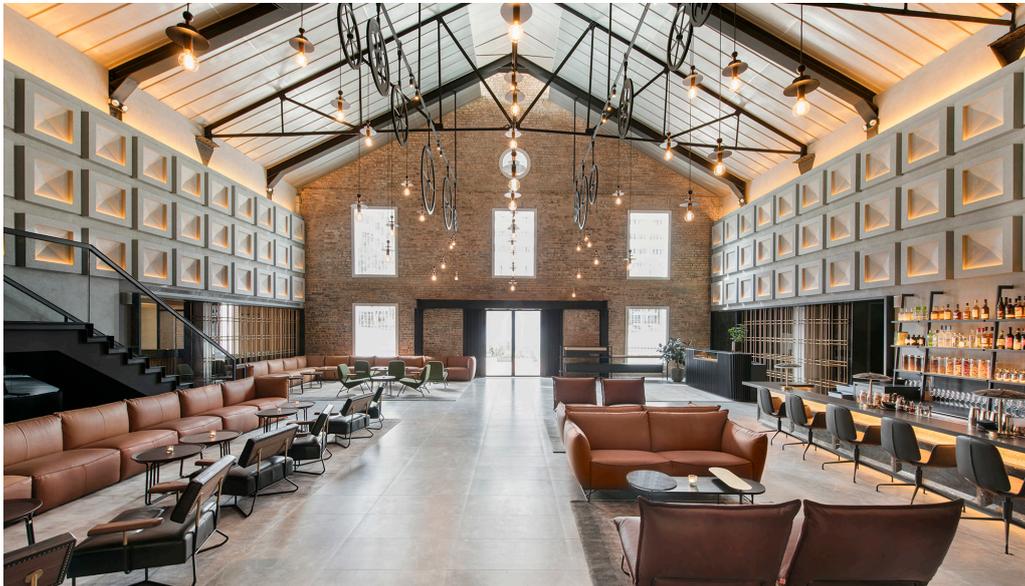




HOSPITALITY, HISTORY & CONSERVATION COLLIDE AT THE WAREHOUSE HOTEL - NOW OPEN -



January 2017 – Combining Singapore’s rich culture, history and talent with high design and comfort is The Warehouse Hotel, an independent heritage property which is now open on the bank of the Singapore River.

The Warehouse Hotel is the inaugural hotel of renowned Singaporean hospitality firm The Lo & Behold Group and is part of the prestigious Design Hotels™ portfolio. The property is owned by I Hotel, designed by homegrown agency Asylum and local firm Zarch Collaboratives led the architectural rehabilitation. Head designer and founder of Asylum, Chris Lee, has developed a stylish and enigmatic space reminiscent of the building’s original life as a ‘godown’ during the height of Singapore’s spice trade. The décor and furnishings marry a bygone

era with modern-day Singapore, providing an industrial yet welcoming feel. Says Chris, “Our focus has been to protect the property’s legacy, while creating a fresh perspective on the term ‘industrial’. The environment is warm and sophisticated to prevent it from being too obviously grounded in what has been before.”

The signature lobby bar showcases an in-house cocktail programme featuring house-made alcohol infusions and essences. Paying homage to the three distinct eras of the hotel’s past, the eclectic beverage menu is a journey through each incarnation. Guests will enjoy a taste of the spice trade, drink up the underbelly of illegal distilleries, and finally soak in the heady 80s - when the building housed Singapore’s most renowned disco of the era.

The entire culinary portfolio has been devised by highly-acclaimed Chef Willin Low who is Chef-Partner for the hotel's flagship restaurant, Po. Chef Low also spearheads the menus for breakfast, in-room dining and the lobby bar. As the founder of Wild Rocket - one of Asia's 50 Best Restaurants - the Mod-Sin pioneer has crafted a loving revival of the flavours of yesteryear and refined interpretations of local favourites using only the finest Asian ingredients exclusively for the hotel. Signature dishes include a *Charcoal-grilled Iberico Satay*, *Spicy Tamarind Barramundi* and *Carabinero Prawns & Konbu Mee*. Po is a tribute to *popo* - the Mandarin word for grandmother - as well as the richness of Singapore's culinary heritage.

The Warehouse Hotel boasts 37 elegant rooms across six categories designed in muted tones with many offering double-high ceilings. With its signature triple-pitched roof, and original masonry walls, the rooms were designed to compliment the building's existing layout, making each one different. The lobby bar and reception are ideal for relaxation and soaking up the vibrant atmosphere, while the rooftop infinity swimming pool overlooking the river provides a surprisingly calm escape amidst the urban landscape.

The Warehouse Hotel endeavours to tell the story of Singapore's new makers and homegrown companies through its thoughtful

partnerships. For example, in-room coffee and tea mugs have been commissioned by Mud Rock, a local ceramic studio. 'Minibars of Vice' have been personally curated to showcase Southeast Asian-driven products which fall into three categories - 'Gluttony' including handcrafted salted egg yolk potato chips and Vietnamese dark chocolate, 'Lust' for naughty treats, and 'Vanity' for local beauty elixers. The hotel's front desk will double as a retail installation featuring 'Objects of Vice' curated by local furniture creator Gabriel Tan in collaboration with Edwin Low from Supermama. These unique, hard-to-find items mirror accessories that the original warehouse bosses (or *dailos*) would have used, such as lighters, ashtrays and flasks. Bicycles, artwork, guidebooks and coffee and tea selections are also collated from Singaporean creators. Finally, the concierge team will focus on sharing personal and unexpected recommendations with guests for memories that cannot be replicated elsewhere.

"Hotels are a natural extension of our strength as a group, both in concept, design and guest experience. We strive to provide a service that is spontaneous, intuitive and informal - we want to evoke memories and personalised experiences that are rooted in our culture," says Wee Teng Wen, Managing Partner, The Lo & Behold Group.

Not just a hotel, but an entire experience, The Warehouse Hotel is now open. For information and reservations visit www.thewarehousehotel.com.

ABOUT THE WAREHOUSE HOTEL

The Warehouse Hotel was built in 1895 along the Singapore River as part of the Straits of Malacca trade route. At that time, the area was a hotbed of secret societies, underground activity, and liquor distilleries.

Today, while much of that history has disappeared, The Warehouse hotel has been meticulously restored as a modern 37-room independent hotel, focusing on heritage and local culture. Open as of January 2017, it delivers thoughtful hospitality with historically-detailed rooms, classic local dishes and craft cocktails in the vibrant neighbourhood of Robertson Quay.

THE LO & BEHOLD GROUP

The Lo & Behold Group is a hospitality company that creates, owns and operates a series of timeless, thought-provoking concepts, each with a unique story and a distinct perspective on the cultural-culinary landscape. While each has a personality of its own, the properties are united by a carefully considered sense of place, purpose, pioneering design and above all, a commitment to creating awesome experiences for all who walk through our doors – employees, partners and customers alike.

Our properties currently include Loof (2005), The White Rabbit and The Rabbit Hole (2008), OverEasy (2009, 2015), Tanjong Beach Club (2010), Extra Virgin Pizza (2011), The Black Swan and The Powder Room (2013), The Daily Roundup (2015), Odette (2015), The Warehouse Hotel and Po (2017).

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