

HOTEL ICON SETS NEW DESIGN STANDARDS

Celebrated Hong Kong Designers Collaborate on Landmark Project

Located in the heart of Tsim Sha Tsui East, **Hotel ICON** is a testament to the creativity of Hong Kong designers. Celebrated local architects and artists, including Rocco Yim, William Lim and Barney Cheng, collaborated on the project. The innovative designs reveal the breadth of their talent and reflect the cultural heart of the city, making Hotel ICON a true Hong Kong landmark.

A premier hotel, Hotel ICON also operates as a research and training facility for the esteemed School and Hotel of Tourism Management (SHTM). Rocco Yim, co-founder of Rocco Design Architects Ltd, designed Hotel ICON and had the added challenge of integrating the School's academic facilities and faculty members' residences into the design. His objective was to create a cohesive, unified design that could cater to the functional needs of both the SHTM and the Hotel and allow the two to retain operational independence.

To take advantage of the harbourside location, Rocco used an all-glass exterior, allowing an abundance of natural light and offering guests spectacular views of Victoria Harbour.

For Hotel ICON interiors, William Lim, Managing Director of CL3 Architects Ltd, explores the Chinese philosophy of yin and yang. Using circular themes and motifs, William brings a sense of space and harmony to the interiors. The twirling staircase and circular seating in the lobby evoke a mood of fluidity and contemporary elegance.

Mixing modern trends with traditional elements, William adds cultural touchstones to his design. The elaborate handcrafted iron gates flanking the lobby's Green café, for example, pay tribute to a fading artform, as well as Hong Kong's architectural traditions.

Award-winning artist Freeman Lau curated the art for Hotel ICON, providing local artists with a platform to display their work. The collection includes over 100 masterpieces from such acclaimed artists as Cheung Yee, Kan Tai-Keung, Nancy Chu Woo, Hung Keung, Pauline Lam, John Fung, Chow Chun Fai, Tsang Chui Mei, Terence Lee and many more. At Hotel ICON, guests find themselves surrounded by art pieces that reflect Hong Kong's cultural spirit and showcase the creative visions of local talents.

Barney Cheng has earned international acclaim for his stylish fashions and elaborate evening gowns. Turning his talents to Hotel ICON, he crafted staff uniforms that are functional, fashionable and effortlessly chic. The clean-cut tailored outfits exude efficiency and professionalism, while the natural, earthy palette and khaki shades reflect ICON's youthful energy.



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Another homegrown fashion designer, Vivienne Tam, also contributed to Hotel ICON. The world-renowned designer created The VT Suite, a signature suite in striking red.

Incorporating design into every aspect of the project, leading graphic artist Tommy Li created Hotel ICON's elegant logo. The logo reflects ICON's central location and its commitment to community development. The central white pattern signifies Hotel ICON's position in the heart of Hong Kong, while the surrounding designs represents travellers from around the world gathering in the centre of the city.

Aside from showcasing Hong Kong's local talents, Hotel ICON also collaborated with international designers, including Conran & Partners and Patrick Blanc.

Headed by design veteran Sir Terence Conran, Conran & Partners oversaw Hotel ICON's F&B Outlets. Located on the 28th floor, the Chinese restaurant Above & Beyond is styled to resemble an upmarket, private club. Hand-picked books and eclectic Asian artifacts line the library shelves, creating an intimate, relaxed space while the spectacular floor-to-ceiling views add to the allure.

Conran & Partners also designed The Market, the international buffet focusing on Pan-Asian delicacies. Inspired by the iconic wet markets of Hong Kong, the market-style eatery features open kitchens and an array of international dishes.

Asia's largest indoor vertical garden is located in the Hotel ICON lobby. Celebrated French botanist and artist Patrick Blanc designed the eye-catching artwork, which measures 18m in height and covers 230 sq m. Consisting of various native plants, the vertical garden reinforces the uniqueness of Hong Kong and its distinct nature.

17 Science Museum Road,
Tsim Sha Tsui East,
Kowloon, Hong Kong
香港九龍尖沙咀東部
科學館道17號

T +852 3400 1000
F +852 3400 1001
www.hotel-icon.com



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About Hotel ICON

Unlike any other, Hotel ICON is an upscale Hong Kong hotel in the heart of Tsim Sha Tsui East. Standing as a testament to Hong Kong's creative energy and vibrant arts scene, Hotel ICON showcases work from the city's celebrated designers and the world's most acclaimed architects. Offering the ultimate in comfort and committed to service excellence, Hotel ICON's 262 stylish guestrooms comprise seductive extras, including complimentary wired and Wi-Fi internet connections, smartphone with unlimited mobile data and an ultra-slim 40" Ultra High Definition LED TV. Located on level 9, Hotel ICON's Angsana Spa is a tranquil oasis while the harbour-facing outdoor swimming pool and fitness centre allow guests to exercise while enjoying views of Hong Kong Island's spectacular skyline. With a maximum capacity of 580 persons, Hotel ICON's grand Silverbox ballroom is the ideal venue for a celebration or theatre-style conference. Hotel ICON houses three restaurants: Above & Beyond, The Market and GREEN, providing guests with exceptional quality of the food and impeccable service. wallpaper* magazine included Hotel ICON in its 2011 list of the world's Best Business Hotels and DestinAsian included the hotel in its Luxe List 2011. The premier hotel has also won in 2 categories including the Top 25 Hotels in Asia in the 2017 TripAdvisor Traveler's Choice Awards.

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Media Enquiries :

Michelle Lai

Director of Communications and Public Relations

Email: michelle.lai@hotel-icon.com

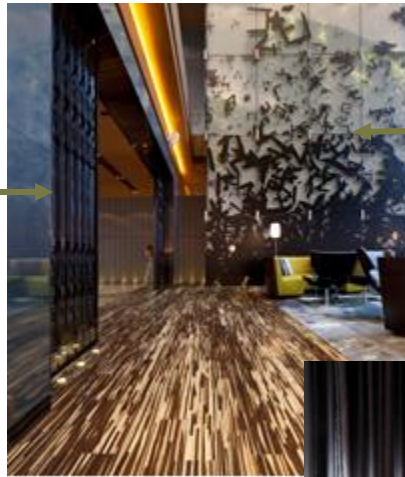
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Made by hand, designer William Lim chose a traditional craftsman to create the lobby's iron gates.



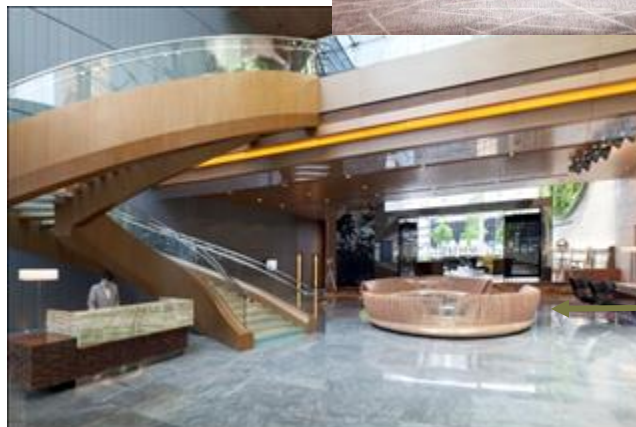
The full-length "Play on Words" piece by artist Hung Keung combines traditional and modern elements.



To capture the spirit of Hong Kong's iconic wet markets, Conran & Partners incorporated traditional elements, including the iconic exposed light bulbs.



Fashion designer Barney Cheng chose khaki shades and a natural palette to reflect ICON's youthful energy and fresh approach.



William Lim explores the Chinese philosophy of yin and yang and adding circular themes into his interior designs.

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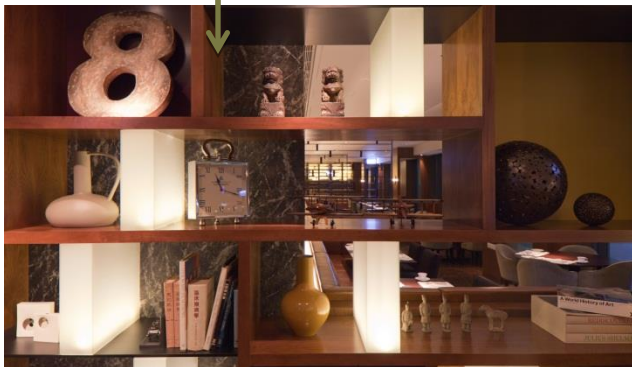


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Freeman Lau invited celebrated local artist Chow Chun Fai to create works that reveal the spirit of Hong Kong's city streets.

Conran & Partners selected oriental ornaments from China and various parts of Asia to create an eclectic display.



Artwork by Hong Kong Polytechnic University students adorns the walls. Local artist Freeman Lau selects the pieces and regularly changes the displays.

Asia's largest indoor vertical garden is in ICON's lobby. The garden is the work of celebrated French botanist and artist Patrick Blanc.



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