



Grace Beijing opens its doors – new boutique hotel for Chinese capital’s iconic 798 Art District



Beijing, 14 September 2011: Grace Beijing (www.gracebeijing.com), the new boutique hotel for the Chinese capital has officially opened its doors for business today. Formerly the Yi House Hotel, this addition to Grace Hotels (www.gracehotels.com), the award-winning boutique hotels brand, marks its first entry into the Asian market. Uniquely, the property lies in the heart of Beijing’s famous 798 Art District, the thriving cultural centre that is one of the city’s leading tourist attractions as well as a focal point for the world’s fashion, design and art community.

The hotel has 30 luxury rooms and suites, each with its own unique decor. Throughout the property, modern art and contemporary furniture combine with an original take on the Ming Dynasty aesthetic to give a truly individual experience in China’s first city. The new ‘Yi House’ restaurant offers modern Mediterranean and Asian cuisine, with a superb wine cellar. Fresh fish and local seafood are a key feature on the menu. The hotel’s ‘Bar 798’ is already proving a popular gathering place in Beijing. Guests can enjoy delicious cocktails from an extensive list, including the signature Grace Cocktail, along with a food menu of mouth-watering light dishes.

“We are so excited about Grace Beijing, which is our first hotel in Asia,” said Philippe Requin, Chief Executive Officer of Grace Hotels. “The 798 Art District is the perfect environment for a Grace hotel and we are sure that our signature luxury, elegance and simplicity will offer everything people could want and more.”

Yves Godard, General Manager of Grace Beijing, added: “China, the buzz and style of Beijing, and a Grace hotel provides a terrific combination and offers any visitor a unique experience in one of the most dynamic corners of Asia.”

Grace Hotels, part of the family-owned global conglomerate, the Libra Group, has stated that more Grace hotels in the Asia Pacific region will follow over the coming years and has appointed renowned hotelier Roberto Pelliccia to oversee Grace's operations on the continent. The opening of Grace Beijing follows the group's major arrival in the Americas at the end of 2010 with the announcements of the Vanderbilt Grace in Newport Rhode Island (which opened this year), plus Grace Panama, Grace Cafayate in Argentina and Grace Riverside, Kennebunkport (New England), which are all scheduled to open in 2012.

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For hi-res photography of all Grace hotels go to:
<http://gracehotelsgroup.fotoseeker.com>

NOTES TO EDITORS

Grace Hotels Group (www.gracehotels.com) is an award-winning luxury boutique hotel group that offers sanctuary and quality for discerning guests in the world's most sought after resorts and cities. The company's hotels have attracted critical acclaim since the first opened in Greece's Cyclades Islands in 2007. The group has recently announced its expansion into the Americas with the opening of the historic Vanderbilt Grace in Newport Rhode Island Grace and the development of the Grace Panama in Panama City and the Grace Cafayate hotel and residences complex in northern Argentina. Grace Hotels is part of the family-owned global conglomerate, the Libra Group which operates from 18 locations across four continents including a representative office in Beijing, China.

The Beijing 798 Art District is in the Chaoyang area of Beijing. It was originally created as an industrial complex in the early 1950s as part of the Chinese Government's first five-year plan. The highly functional architecture which was heavily influenced by the Bauhaus movement created large indoor spaces designed to let natural light into the workplace. It wasn't until 1995 when Beijing's Central Academy of Fine Arts (CAFA), was looking for work space that they selected the disused factory area as the perfect environment for artists. Since then it has become home to many Beijing artists as well as numerous art galleries and bookshops. It is also a centre for fashion design and architecture.