



Press Release

For Immediate Release

HONG KONG'S NEW MIRA MOON HOTEL: DIFFERENTIATING BY DESIGN

Set to open on 1 November 2013, boutique hotel Mira Moon unveils a Moon Festival-inspired conceptual design created by Marcel Wanders and yoo in their first artistic collaboration

Hong Kong, 17 October 2013 – [Mira Moon](#), Hong Kong's new fashion-forward hotel opening in autumn 2013, releases a sneak peek of its outlandish interior design by Wanders and yoo, a preeminent creative partnership between international designer Marcel Wanders – dubbed “the Lady Gaga of the design world” by the New York Times – and inspired international property design company, yoo. Together they have vividly brought to life the hotel's bespoke interpretation of the Chinese Moon Festival myth. This hedonistic homage to China's favorite fairytale blends intertwining elements of Dutch and Chinese heritage, expressed through a tapestry of autumnal colors and hues that are interspersed with lacquered whites and rich China reds.

Design Concept

Commissioned by [Miramar Group](#), [Wanders & yoo](#) have created a contemporary hotel that retells the story of Chang'er, the Moon Goddess. In the classic tale, Chang'er's forbidden sip of the elixir of immortality lifted her from earth and conveyed her to the moon where she became trapped for an eternity, far from the man she loved and with only a Jade Rabbit as her companion. In a light-hearted reinterpretation of this tale, Wanders & yoo reimagines Chang'er sending the Jade Rabbit back to earth, to keep her true love company in his Causeway Bay tower: [Mira Moon](#). The result is Miramar Group's first “*story hotel*”.

Concept Realization

To translate this tale into an interior design concept, [Wanders & yoo](#)'s Creative Director [Marcel Wanders](#) has injected his renowned sense of theatricality and passion for the eclectic with an inspired use of space and textures. The central characters of the story – Chang'er, the Jade Rabbit and the Moon – are depicted throughout the hotel and their omnipresence lends a playful air to the hotel's style. From the rich Wenge timber veneer and window pane murals depicting the fairytale on each guestroom corridor, to the three lanterns cascading from the entrance hall's ceiling representing each of the key characters, every element of [Mira Moon](#) recants the traditional story. A member of [Design Hotels™](#) and already winner of *Best Hotel Interior Hong Kong* at the Asia Pacific Hotel Awards 2013-2014, the hotel's design concept is a cultural meeting of minds, blending both contemporary Dutch and traditional Chinese heritages. Inspired by Chinese craftsmanship, the hotel's artifacts and traditionally crafted ceramics, cut crystal and intricate woodwork have been created by local craftsmen. These intertwine with Dutch-born Wanders' bespoke branded furniture in collaboration with [Moooi](#) and signature 'twinkle' – his subtle humor and vibrant sense of life. One such fusion of cultures is a lucky charm feature wall in the lobby, which when viewed closely reveals the signs of the Chinese zodiac for prosperity. Throughout Asia the story of the Moon Goddess is celebrated in autumn, when the moon is at its brightest. In deference to this magical season, autumnal hues of orange, brown and light green fill the hotel. Taking inspiration from Chang'er's husband's red bow and white arrows, the hotel's color scheme also features bold surges of lacquered whites and rich China reds, whilst the image of the peony is ever present, embodied in wool and silk-blend carpets, ornately-carved wood panelling and sheer curtains that tint the skyscrapers of the city beyond.

The interior design concept echoes through guest bathrooms, where vivid tiled mosaics depict blossoming peonies and guests enjoy city and harbor views framed by floor-to-ceiling windows. The marble bathrooms are surprisingly spacious by Hong Kong standards and are bathed in sunlight by day. Each one includes a walk-in rain shower,

double basins and a separate toilet, with many also featuring freestanding bathtubs overlooking the Hong Kong skyline. Marcel Wanders, Creative Director of [Wanders & yoo](#), said of his design: “When I design I’m driven by passion and immerse myself in the world I am creating, which was certainly the case with the design development for Mira Moon. Together we’ve created a hotel that personifies my style and love of the romantic, of poetry, mixed with a rich tapestry of references to local heritage. I’m sure the result will resonate with the people of Hong Kong”. He further added, “I like to bring fantasies to life, and there is no more evocative a tale than that of the Moon Goddess. The process of translating this enchanting myth into a design concept for Mira Moon has been wonderful”.

Technology

Designed to cater to the ever-evolving needs of tech-savvy travelers, Mira Moon’s design introduces sleek technologies discreetly installed throughout the hotel. White-lacquered mantels frame sleek in-room entertainment systems including 32 – 46” HD IPTV with international cable channels, movies-on demand and AirPlay music systems. For business travelers, in-room iPad minis offer pre-loaded Apps such as Skype, Dropbox and Bloomberg Anywhere, whilst leisure travelers can enjoy a series of pre-loaded eBooks or dock iPads in in-room docking stations. These are loaded with a selection of *Moon Tunes to sway to*, including the signature beats of Resident DJ Helen Ting. Complimentary Wi-Fi is available in all guest rooms and public areas; and fast Ethernet speed with one Gbps optical fiber backbone and 100Mb endpoint speed will cater for future guest needs.

Sustainability

Already the recipient of the China Green Building Design Label “3 Star” Award, Mira Moon is one of only three hotel developments in Hong Kong pursuing LEED NC-2009 (Leadership in Energy and Environmental Design, New Construction) Certification. The hotel is designed to save over 40% of potable water use compared to the LEED baseline

(EP Act 1992 & Uniform Plumbing Code/International Plumbing Code) which translates to 4.55 million liters of potable water saved each year. It is also designed to reduce energy consumption to a level 12% below the ASHRAE Standard 90.1-2007 baseline, which translates to 200,000 kWh or 168,000 kg of CO2 saved each year. Saluting the sun, a 70 square meter vertical green wall with real vegetation and 87.45 square meter green roof also reduces the hotel's carbon footprint, whilst the building façade itself is designed to ensure high performance through optimization of energy and daylight consideration.

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About Mira Moon

Mira Moon, conceived under the creative direction of Wanders & yoo, is the first boutique story hotel within the Mira brand portfolio located in Causeway Bay, Hong Kong. A unique 91-room hotel, it presents a contemporary abstract interpretation of Chinese tradition in contemporary Hong Kong. Modern tech-friendly features, including 32-46" HD LED IPTV, iPad mini, handy smartphone for free international calls and 3G data and complimentary Wi-Fi provide a welcoming environment and bring about a relaxing atmosphere with highly personalized details enhanced with complimentary minibar. Harbor-side statuesque destination, Mira Moon Hotel features five guestroom types, a striking penthouse suite, 24h gym, a tapas and cocktail bar - SuperGiant, a relaxing outdoor venue the Secret Garden and a beautiful outdoor event space-Sky Garden.

About Miramar Group

Established in Hong Kong in 1957, Miramar Hotel and Investment Company, Limited (Miramar Group) is a hospitality group with a diversified service-oriented business portfolio comprising stylish hotels and serviced apartments, property rental, food and beverage, and travel services in Hong Kong and Mainland China. Miramar Group has been listed on the Hong Kong Stock Exchange since 1970 (HKEx Stock Code: 71) and is a member of Henderson Land Group.

High res images are also available at the following link:

www.miramoonhotel.com/portfolios/photo-library/

Password: MoonPhoto

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