



## Immediate Release

### **A Brush With Something Different**

*Hotel sáv launches city's first hotel art floor and donates percentage of room sales to local charity*

Hong Kong's brightest hotel brings an even greater splash of color to Hung Hom in April with the opening of its new gallery floor, "**The Gallery – Floor of Love**". Unveiling the works of more than 20 exciting artists, **Hotel sáv** is the first hotel in Hong Kong to layer arts and culture with charity, in a pioneering concept for guests booking rooms. Over 10 rooms of "**The Gallery – Floor of Love**" will open their doors to guests in late April.

The hotel's 22nd floor hosts the new "**The Gallery – Floor of Love**" where guest rooms and corridor will feature the works of over 20 inspirational artists and creative talents, from Hong Kong, Macau, China, Taiwan, Canada, USA and South Africa etc. Among the line up of names are home-grown talents such as **Prudence Mak**, whose **Chocolate Rain** character was born in Hong Kong and has become recognizable across the world. Mak's distinctive character Fatina will feature in art works hung in the room, alongside themed stationary and mugs, and dolls etc.

**Sim Chan**, a "40 Under 40" Young Talent recognized by Perspective Magazine, has created a large painting of cityscape and a kite, developed from an idea of a narrow view of blue sky among high-rise buildings in a city for the **Floor of Love Campaign**.

Also awarded "40 Under 40" Young Talent, Hong Kong born **Sarah Tse**, whose delicate pencil and paper art has been exhibited in Tokyo, London and New York, and **Charmaine Ho**, the daughter of Edmund Ho, the former Chief Executive of Macau, is the creator of **Me Char** line of handbags and clutches. The designer's lines of leather bags and accessories become art pieces on display as one room's core design element.

**La Carmina**, one of the best-known names in the blogging world, joins hands with illustrator **Naomi Rubin** to combine talents for the venture, showing various pieces inspired by their travels to Hong Kong. Beijing's **E. Herder** and South Africa's **Janine Claase** are also among the list of international artists showing works in the rooms.



Showcase pieces include sketches, photography, drawn works and handicrafts, inspired by four themes: **Love the Planet, Love the Community, Love the Dream and Love the Memory.**

**Hotel sáv** pioneers a new hospitality concept with the opening of the art-centric floor, layering arts and culture with charity. Two beneficiaries, **Arts with the Disabled Association Hong Kong (ADAHK)** and **Make-A-Wish Hong Kong** will receive 15 per cent of revenue made from room bookings on “**The Gallery – Floor of Love**”. ADAHK also features 14 creations from 8 artists with disabilities along the corridor of 22nd floor to advocate an inclusive society through arts.

The artists’ pieces will be shown for one year, before being toured through other **sáv** properties or auctioned off, once again for charitable causes, giving them valuable recognition in the regional art market.

Strong demand is expected for the creative concept. *“Other than contributing to our community, we are always being very supportive in promoting arts & culture. Therefore, this is something really new, and really meaningful – a concept that benefits both the artists and the two charities involved. We hope our gallery rooms can be a source of inspiration.”*, Mr. Edwin Chuang, CEO & Founder of sáv Hospitality says.

Details of “The Gallery – Floor of Love” are available at <http://www.hotelsav.com>.

Opened in February 2015, **Hotel sáv** is making its name on a prided list of innovative concepts. The hotel swathes rooms in mood-matched lighting and amenities, adopts a paperless check-in and has a customized service attitude. With the launch of “**The Gallery – Floor of Love**”, **Hotel sáv** continues to its reputation as bright new hospitality offering in Hung Hom.

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### **About sáv Hospitality Limited**

sáv is a new lifestyle hotel brand under Chuang’s Consortium International Limited, a respected investment holding company in Hong Kong founded in 1970. Chuang’s Consortium International Limited and its subsidiaries are

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principally engaged in property development and investments, hotel operation, industrial investments, finance and securities investments.

Founded by our CEO & Founder, Mr. Edwin Chuang, sáv Hospitality aims to be a company that reflects a new generation in hospitality experience. He brings on a new concept in design, in unity of management, as well as sustainability. sáv Hospitality Group's current portfolio includes their flagship Hotel sáv in Hong Kong, sáv Residence in Taipei, Resort & Spa in Xiamen, as well as Pacific Cebu Resort in Cebu.