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### **Emperor Inn, Beijing - the first authentic design hotel in the Chinese capital city is scheduled to open in early 2008.**

Berlin-based hotel and restaurant development specialist Walter Junger & Friends, Ltd. reveals the name of the much-anticipated hotel project by Beijing Dacheng Yongan Zhiye Co. Ltd. in the heart of Beijing city, China. Walter Junger & Friends, Ltd. was appointed in April 2007 to spearhead the overall brand and concept development, and operational set-up of the 55-key hotel project which occupies a prime location along the eastern wall of the Forbidden City UNESCO monument. The hotel is designed by renowned interior design firm GRAFT which has international offices in Berlin, Los Angeles and Beijing.

**Emperor Inn** is a paradoxical juxtaposition of the majestic Emperor reference - from the hotel's location next to the former imperial abode, the Forbidden City - with an allusion to the modest Inn - a humble provider of food, drink and lodging, and a site for community gatherings. The hotel's food and beverage, wellness and retail facilities are also concisely named using a single Chinese character, each a symbol of its fundamental guest offering.

**SHI** (meaning "Food"), a contemporary restaurant cum supper club / bar will feature Chinese regional cuisine and an exclusive selection of vintage Chinese yellow wines culled from private home cellars throughout the country. An avant-garde amalgamation of classic four-seat tables with booth seats, a long communal table, bed/lounge spaces and bar counter seating ensures every guest preference is catered for.

**YIN** (meaning "Drink"), a rooftop haven with panoramic views of the neighboring Forbidden City and Jingshan hilltop pavilions. The terrace bar will feature specialty cocktails, shisha and snack menus in stylishly comfortable al fresco surroundings.

**JING** (meaning "Exquisite") is the name of the hotel boutique which will be housed in the property's former guardhouse, a small free-standing traditional Chinese building. It will retail hotel-branded and design gift items, as well as traditional Chinese handicrafts and other sundries.

**YUE** (meaning "Joy") is the name of the glass-encased spa/wellness and fitness area on the roof terrace. It will offer two massage rooms, open-air Jacuzzis, a relaxation zone, reflection pool and gym facilities.

## PRESS RELEASE

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The four individual Chinese names/characters when used in combination - SHI YIN JING YUE - forms an idiomatic expression which surpasses the sum of the meanings carried by the respective parts. The idiom succinctly conveys the quintessential promise of Emperor Inn, Beijing to its guests – to delight through superb service and an authentic product.

This harmonious blending of traditional Chinese cultural and historical inspirations with cutting-edge, western design elements and personalized, service excellence philosophy – Old + New, East + West - is an underlying principle which will be apparent in every guest interaction and is a recurring theme in the overall guest experience.

The Emperor Inn, Beijing will cater to the discerning international, regional and domestic traveler with a taste for design and lifestyle-focused hotels providing contemporary comforts and genuine, warm hospitality.

Walter Junger & Friends, Ltd. develops integrated, individually-designed services and solutions to fit the specific requirements of clients, assists them in realising their potential and to be successful in the global market. High quality standards are one of the key success factors and the broad orientation of the firm's four service competencies provides flexible solutions at a high level. A network of specialist partners guarantees professional results in all fields.

The firm founder, Walter Junger, looks back on more than 20 years of experience in the Hotel, Restaurant and Quality industries and has received many accolades throughout his career. He has worked worldwide, including Asia and the United States. In Germany, he opened The Ritz-Carlton, Wolfsburg and The Ritz-Carlton, Berlin, and held the position of vice president for Central Europe and South America.

Among the international client list are companies such as Casinos Austria International, ArabellaStarwood Hotels & Resorts, Parkhotel Frank in Bavaria, Uebergossene Alm in Austria and Lufthansa, to name a few.