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The Emperor, Beijing launches an exhibition of German artist Sascha Kramer in conjunction with Galerie Junger, Berlin as part of the official hotel opening celebrations

Beijing/Berlin, April 7, 2008 (jh). The official opening of The Emperor, Beijing on April 18 is celebrated in contemporary style with an exhibition of photographic images from the "Kingdom" and "Silence" collections of artist Sascha Kramer. The art showcase is organised and curated by Berlin-based Galerie Junger as a special feature in the hotel celebratory line-up of events and will remain on public exhibition until June 30.

Sascha Kramer is a qualified photographer and native of Berlin where he is currently based. His portfolio of works is multi-genre and includes portrait photography of musicians, actors and other well-known figures for European and international publications, photo and music video design/production for artistes such as Paul Anka, Lou Bega, N Sync, Ricky Martin and Right Said Fred among others. He has also done commercial fashion photography and show concept/production for international brands like HUGO WOMEN and Cartier.

Sascha Kramer will personally attend the hotel opening cum art exhibition launch at the hotel rooftop bar YIN and present his works together with Lori Lee, managing director of Galerie Junger.

He says "I am delighted to have my work shown for the first time in China at The Emperor, the newest, cutting-edge design hotel in this vast country's capital and soon host city to the Summer Olympics. I am also most intrigued by what I was told about the design and cultural links the hotel has to the historic Forbidden City situated literally at its doorstep, and I am very much looking forward to experiencing this for myself when I am there."

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The Beijing local design, media, creative and arts scene denizens as well as members of the city's corporate elite and diplomatic corps will be in attendance.

Guests will be treated to a selection of creative modern Chinese bites prepared by SHI restaurant executive chef John Hao who formerly helmed the kitchens of the chic Green T. House and the YIN bar signature Emperor's Dream cocktail, concocted specially for the occasion from a blend of Chinese rice wine and champagne, will be served. This neo-classic Chinese interpretation of the festive champagne cocktail perfectly underscores The Emperor brand and design philosophy of harmony between modernity and heritage paired with a balance between eastern and western cultural influences.

YUE spa on the roof terrace will offer complimentary wellness treatments of Chinese-style massages for guest enjoyment.

As an additional facet to the Grand Opening programme, guest rooms will be open for viewing with a unique twist: "The Emperor on Stage" is an aptly named living tableau made up of actors mingling strategically among guests, demonstrating *in situ* the amenities and service features offered as part of the guest room experience at The Emperor.

Hotel reservations and enquiries may be directed to www.theemperor.com.cn and www.designhotels.com.

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Design Hotels™

Design Hotels™ represents and markets a hand-picked collection of 170 hotels in 41 countries across the globe. Established in 1993, as the first of its kind, the company offers unparalleled specialist knowledge from conceptual branding through to market trend consultancy and international representation.

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Design Hotels™ provides services ranging from public relations and marketing to global sales and revenue & distribution management. As of 2007 the company has an expanded service portfolio to include consultation in hotel development.

The company has its headquarters in Berlin and branches in London, Barcelona, New York, Singapore, Bali and Tokyo.

Galerie Junger

GALERIE Junger is based in Berlin and represents over 30 artists throughout Europe with a special focus on Austria and Germany, and enjoys strong ties to Asia.

In addition to art sales and exhibitions, it offers auxiliary services such as Rent-a-Masterpiece, the creation of art events, art concept development and design for hotels, restaurants and other commercial projects, and art curation for private collectors.

The gallery is an associate of Walter Junger & Friends, Ltd., the Berlin and Singapore-based hotel, restaurant and quality management consultancy responsible for the turnkey project management and international public relations of The Emperor, Beijing. Galerie Junger is open for viewing 24 hours daily and is located on the first level of NH Berlin-Mitte hotel, in Berlin.

More information is available from the websites www.galeriejunger.com and www.walterjungerandfriends.com.