

Contact:

Regine Gädecken

Tel: +49 (0)30 212 37 015

Fax: +49 (0)30 212 37 016

Email: rg@walterjungerandfriends.com

Web: www.walterjungerandfriends.com

Walter Junger & Friends, Ltd. appointed to lead development of the first design hotel in the heart of Beijing

The People's Republic of China - the world's most populous nation, an emerging superpower and the world's fourth largest economy. Its capital, Beijing, is the country's political and cultural nerve centre and host city of the 2008 Summer Olympic games. The legendary Forbidden City, a UNESCO World Heritage Site, lies at the geographic center of Beijing.

Nestled in a peaceful, tree-lined street right next to the former imperial palace is a discrete three-storey building which is about to be transformed into the city's first world-class design hotel.

Berlin and Singapore-based hotel and restaurant project specialist Walter Junger & Friends, Ltd was recently appointed by the developer Beijing Dacheng Yongan Zhiye Co. Ltd. to mastermind the creation of a distinctive hotel project.

Walter Junger & Friends, Ltd. will spearhead the overall brand and concept development and operational set-up of the hotel, working in tandem with international design firm GRAFT which was tasked with guiding the design direction of the project.

The 56-room hotel will marry cutting edge, modern design with a unique cultural appeal and service excellence orientation to set a new standard in the city. It will be the first true 'design hotel' in Beijing and is slated to open at the end of 2007. The hotel will feature a restaurant, a bar, a retail shop and a spa with wellness and fitness facilities.

A special highlight of the hotel is the rooftop terrace which offers magnificent views of the Forbidden City palaces, the pavilions crowning nearby Jingshan Hill and the surrounding neighbourhood of *siheyuans* and *hutongs*. The terrace will house an al fresco bar and the hotel's spa and fitness amenities.

The property is located on the east side of the Forbidden City and a stone's throw from Tiananmen Square and many other historical buildings, landmarks and tourist attractions including the Wangfujing main shopping street.