

EAST, MIAMI SERVES AS ANCHOR HOTEL FOR BRICKELL CITY CENTRE – SWIRE PROPERTIES’ \$1.05 BILLION MIXED-USE DEVELOPMENT, AND FIRST-EVER SWIRE HOTELS HOTEL IN THE U.S.

The hotel features destination dining, Quinto La Huella and Sugar, a locally and internationally curated fashion, music, design, culinary, wellness, and arts program, exclusive partnership with the National YoungArts Foundation, and purveyors like Panther Coffee and JoJo Tea



Miami, Florida (May 10, 2016) - After nearly three years of planning and development, highly-anticipated lifestyle hotel **EAST, Miami**, has opened in the heart of Miami’s Brickell district. The anchor hotel for Swire Properties’ \$1.05 Billion, 5.4 million square foot mixed-used development, and the first of its kind for the Hong Kong-based brand in the United States, features destination dining, state-of-the-art fitness facilities, cutting edge technology, and quality amenities available to both local residents and visitors to Miami. The hotel offers a distinctive and unconventional experience for individuals who seek innovation, style and personalized service, building upon the success of the EAST brand, which includes EAST, Hong Kong and EAST, Beijing.

EAST, Miami offers 352 guest rooms to include eight suites and 89 residence suites all owned and operated by Swire Hotels. Ranging in size from 300 to 1,800 square feet, the contemporary rooms, suites, and residence suites feature balconies with views of the Miami skyline and Biscayne Bay, floor-to-ceiling windows, walk-in rain shower, and complimentary WiFi. The one-, two- and three-bedroom residence suite options also offer fully equipped kitchen and laundry facilities along with access to all amenities and services of the hotel. In honor of the grand opening, EAST, Miami is offering guests a limited-time only pre-opening package through September with a specialty rate, which will switch over to standard pricing as of October 1.

For the first time since breaking ground, EAST, Miami has released photos of the actual property to get a glimpse of what’s to come this year in Miami from the Hong-Kong based hospitality brand. Images can be downloaded [here](#).

THE EAST EXPERIENCE

EAST, Miami features two signature restaurants designed by progressive Los Angeles-based design firm, **Studio Collective**. Located on the hotel's fifth floor, **Quinto La Huella**, the first-ever outpost of Uruguay's beachside Parador La Huella, which currently holds the no. 11 position on the list of Latin America's 50 Best Restaurants 2015, sponsored by S.Pellegrino & Acqua Panna, opened its doors on May 23rd and boasts 9,700 square-feet of space with 359 seats throughout the restaurant. It features a unique fire cooking methods with a parrilla at the heart of the kitchen, wood-fired ovens fueled with local red and white oak, a sushi counter highlighting Florida's coastline, and an expansive poolside outdoor dining experience. Helming the kitchen at various points of the day (as the restaurant is open for breakfast, lunch, dinner and late night bites), the executive kitchen staff includes **Nano Crespo**, Executive Chef of Quinto La Huella; Chef **Alejandro Morales**, Executive Chef of Parador La Huella; and **Florencia Courreges**, Executive Pastry Chef of Parador La Huella. Building upon their passion for destination dining establishments at properties in China and now in the United States, **Brian Williams, Managing Director of Swire Hotels**, and his executive team did extensive research into finding the perfect concept for the new hotel in the heart of Miami with Quinto La Huella. "For me, it was the continued recommendations from influential food writers in the culinary world and our anticipated customer mix that led me to Uruguay," says Williams. For the owners of Parador La Huella, Martín Pittaluga, Gustavo Barbero, and Guzmán Artagaveytia, it was the ideal opportunity for expansion, and to partner with a world-class team of hoteliers and restaurateurs.

Building on the brand's signature EAST Hotel rooftop space, guests can shoot up the hotel's futuristic elevators to experience **Sugar**, the 40th floor Asian inspired rooftop bar and garden, serving tapas. The space offers an approachable transition from late afternoon cocktails & sunsets to extended evening libations under the stars, complemented with savory shared bites. Additionally, the hotel features **Domain**, a lobby café and bar serving freshly brewed Panther Coffee, light bites and a variety of wine and spirits. Guests can expect convenient and eco-friendly amenities, including keyless entry and paperless check-in and check-out.

A distinguishing facet of every Swire Hotels property is an exceptional focus on guest services. EAST, Miami has employed hundreds of local residents, and has transferred select highly trained personnel from their properties in Hong Kong, as well as restaurant staff from Uruguay for the hotel's signature restaurant, **Quinto La Huella**.

Alongside two restaurants, a poolside bar and lounge, and a rooftop bar, EAST, Miami offers 20,000 square feet of event space and outdoor venues. All event spaces feature floor-to-ceiling windows, complimentary WiFi access, cutting edge audio-visual equipment, and technical support. Customizable menus and canapés are available ranging from small bites to family-style sit down dinners, as the hotel's special events team customize every event experience based on the client's needs. Located on the 39th floor, EAST's 3,300-square-foot ballroom, known as **The Crush**, offers 270 degree views of Biscayne Bay and the Miami skyline. The 38th floor houses two 1,600-square-foot event spaces **Rise** and **Set**, along with an 850-square-foot boardroom, **High Noon**. Four workshops located on the 6th floor are ideal for intimate meetings and gatherings ranging in size from 630 square feet to 1,525 square feet.

The hotel's gym, **BEAST** (Body by EAST), features the latest Technogym® equipment and is accessible 24 hours a day. There is free weights and resistance machines, plus mats and plenty of stretching space. Guests can download the EAST, Miami app to check out its monthly calendar of wellness programming which will be launched in phase 2. The 20,000 square-foot outdoor **Pool & Deck area** showcases four unique pool experiences – a lap pool, spa pool, cold plunge and hot tub.

THE DESIGN

The overall design of EAST, Miami was developed by award-winning, Miami-based architectural firm **Arquitectonica**, with specific restaurant and lounge interiors designed by **Studio Collective**, embracing both ancient and modern day building methods. Within each room, public space, and lobby, guests can delight at the collaboration between New York's **Clodagh Design**, an agency who embraces both ancient and cutting edge methods in an effort to comfort not only the body but also the mind.

Art is also a huge component for all EAST hotels and guests can see celebrated artwork and installations throughout EAST, Miami, courtesy of **Indiewalls**, an innovative art curating agency. Working closely with local and national artists, the design team hand-selected works of art including sculptures, paintings, and photographs to highlight Miami's characteristics as a beautiful port town drenched in a palette of blues, yellows, whites, and ambers. Custom commissions, unique sculptures, and expertly framed prints combine to create an individualized collection that further defines EAST, Miami as a relaxing outpost for both entertainment and culture.

Not simply a hub for fine art and a striking take on the future of Miami's urban culture, EAST, Miami is a forward-thinking, green certified development. The property's highly-acclaimed *Climate Ribbon*, an architectural fixture located in the middle of Brickell City Centre's commercial sector, uses natural wind currents to cool the space without requiring the addition of cooling units. The hotel has also achieved LEED certification, citing resource efficiency by using less water and energy, as well as a reduction greenhouse gas emissions.

THE PARTNERSHIPS

Within each room, guests can find the fruits of collaboration with both local and national technology, art, coffee, and design companies. In-room coffee services include a tea maker and coffee machine, by **Panther Coffee**, a Miami-based specialty coffee roaster. Cables, charging docks, and other technologically advanced amenities have been sourced from **Native Union**, an industry leader in the union of tech and aesthetics. Skin care and beauty products are provided by Australia-based **Appelles Apothecary and Lab**, which feature specially-blended shampoos, soaps, and lotions. As for reservations, EAST, Miami has partnered with **Preferred Hotels and Resorts**, the online reservations platform and rewards packages, to deliver access to iPrefer, giving guests access to discounted room rates, WiFi upgrades, and more.

Not simply for entertainment, the goal of every Swire property is to give back to the community at large. Swire has signed on as the sole hotel corporate sponsor for the **YoungArts Foundation**, a Miami-based arts academy focused on the growth and development of young artists, whose notable alumni include Vanessa Williams, Nicki Minaj, and Viola Davis, amongst others. Brickell City Centre is also giving back to the immediate neighborhood, offering transportation and economic improvements. The Miami Metro Mover station located within the Brickell City Centre complex, which was refurbished as part of the development, gives guests quick access to different ends of Miami, while giving locals easy access to the property's myriad dining, shopping, and leisure amenities.

THE NEIGHBORHOOD

Every Swire hotel plays an integral role in Swire Properties' mixed-use developments, offering guests and locals an array of options to stay entertained at their convenience. For the brand's first U.S. property, EAST, Miami is nestled in the heart of the long-awaited Brickell City Centre, a mixed-use development spanning more than nine acres, slated to open this fall. The 500,000 square-foot shopping center contains five levels of luxury and contemporary brands, a fine dining movie theater, as well as a variety of other culinary and entertainment options. Luxury outlets like Saks Fifth Avenue, BCC's anchor retailer, as well as Valentino, Audemars Piguet, Illesteva and other recognized brands only in South America will make their U.S. debut, filling a retail void that has never existed previously in the Brickell district. Additionally, over 30 restaurants will open at Brickell City Centre, including the expansion of local favorites like Pubbelly and Pasion del Cielo.

Located at 788 Brickell Plaza, Miami, Florida 33131, the hotel is centrally located within a 15-minute drive from the Miami International Airport, and situated on top of Brickell City Centre – conveniently connected to popular districts such as Wynwood, the Design District, and South Beach. Standard hotel rates varies seasonally starting at \$259 in low season and \$549 in high season, depending on availability and package deals. Members of iPrefer, the online reservations platform and rewards packages, are privy to discounted room rates, WiFi upgrades, and more. Reservations, special offers and more information can be found at www.east-miami.com/.

About Swire Hotels and Swire Restaurants

Swire Hotels has been created to manage soulfully individual hotels in Hong Kong, Mainland China and the USA, providing a characterful experience for well travelled individually minded travellers who seek originality, style and personalised service. We create distinctive hotels with a sense of place that break with convention.

The company's first hotel, The Opposite House in Beijing, opened in 2008 and was followed by The Upper House, Hong Kong, and then by EAST, Hong Kong and EAST, Beijing. The Temple House in Chengdu is opened in July 2015 and EAST, Miami opened in May 2016.

A restaurant division was set up in 2013 to manage the company's stand-alone restaurant operations. Our first restaurant Plat du Jour opened in November 2013 followed by Public and Ground Public in Quarry Bay. The Continental in Pacific Place opened in October 2014 and Mr & Mrs Fox in Taikoo Place in 2015. Our latest addition, the second Plat du Jour opened in Pacific Place in January 2016.

About Brickell City Centre

Brickell City Centre is a landmark \$1.05 billion, 5.4 million square foot mixed-use development in downtown Miami from Swire Properties Inc, one of South Florida's leading international developers of real estate known for its \$1 billion master-planned development of Brickell Key. The project's first phase includes a luxury and premium shopping center, two residential towers, EAST, Miami hotel, and two mid-rise office towers. The project is LEED®-registered for Neighborhood Development – currently one of the largest in the U.S. Sustainability elements include the \$30 million CLIMATE RIBBON™; a masterpiece of art and science, the elevated trellis will span 150,000 square feet, connecting the project's three city blocks and acting as an environmental management system. As the largest private-sector project currently under construction in Miami, Brickell City Centre began vertical construction in 2013 and the first phase of construction began completion end of 2015. Phase II is scheduled for commencement end of 2017. More information is available at www.brickellcitycentre.com.

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