

**HBA/ HIRSCH BEDNER ASSOCIATES DESIGNS FLAGSHIP SHANGRI-LA HOTEL IN SHANGHAI**

*HBA Re-defines the Next Generation of Shangri-La Portfolio with the Design of*

*Landmark Jing-An Property*

**ATLANTA (July 11, 2013)** – Hirsch Bedner Associates (HBA), global leader in hospitality design, was commissioned by Shangri-La Hotel Group to design the first of the marque’s next generation of hotels, marking a significant evolution in the brand’s prestigious portfolio.

The 508-room Jing-An Shangri-La surrounds guests with idyllic luxury in the modern metropolis that is Shanghai. The Jing-An Shangri-La is situated in the Kerry Center, a nearly five-million square-foot five-star mixed-use development that includes office, retail, specialty food and beverage and residential spaces surrounding the historic residence of Mao Tse Tung in the heart of the thriving and fashion-forward Jung-An district. Located just steps away from the historic Jing-An temple, the new Kerry Center will serve as a hub for the booming business sector of Jing-An, and the Shangri-La will serve as the cornerstone for the project.

HBA designers drew inspiration for the flagship hotel’s design from the new generation of young, fashionable Chinese adults that embody the vibrant energy of Shanghai. The clientele for the next generation of guests are well-educated, brand conscious and worldly. HBA’s Atlanta office was tasked with designing the hotel’s public areas, meetings spaces, suites, Grand Ballroom, guest tower, Horizon Lounge and office tower public spaces.

“We merged the initial concept of the new generation of Shangri-La and with the brand’s prestigious reputation to layer in each detail and unique space,” said Sandra Cortner, Associate at Hirsch Bedner Associates. “The new hotel embodies the Shangri-La DNA in a more updated, glamorous fashion.”

The Jing-An Shangri-La is situated on Nanjing Road, famous for its luxury fashion boutiques. Given its prominence in the area, HBA incorporated elements of fashion into the design. The elevator life was conceptualized with a traditional woven design of an imperial rode, as well as artwork within the cab. The grand staircase is anchored by a three-story mural of traditional Chinese patchwork patterns produced in eglomise in gold and silver tones. Fashion inspirations continue into the Grand Ballroom with panels of wall upholstery designed to look like the laced bodice of a dress. HBA designers enlisted the expertise of Canvas, HBA’s newly integrated global art affiliate, to commission works of art that evoke a sense of place in this ever-evolving city.

Perhaps one of the most spectacular aspects at the Jing-An Shangri-La is the inspired international art collection developed by Canvas. The hotel’s impressive collection of more than 200 contemporary pieces represents a full gamut of artistic media, including oil, acrylic, graphite, and ink images, photography, textile art, and decorative objects.

“The inspired interior design along with the international art collection highlighting artists from regions where Shangri-La hotels have made a presence will distinguish this property for the next generation of Shangri-La Hotels,” said Cortner.

The spacious guestrooms feature rich interiors, while floor-to-ceiling windows offer unobstructed views of Shanghai. Heated marble floors, LCD TVs and digital clocks embedded in the bathroom mirrors are just a few of the carefully appointed design details guests can expect from the new hotel.

HBA designers took their deep understanding of the hotel’s brand and location to use materials that are traditionally used at Shangri-La hotels in a non-traditional manner. This unconventional use of materials was used to differentiate this project from all others. Crystal, a trademark element for the hotel brand, was used in unconventional ways throughout the property. The canopy at the Porte Cochere is layered in a wave of backlit crystal rods. HBA designers also commissioned magnificent five story crystal sculptures to lead up to the nearly 18,000 square-foot pillarless Grand Ballroom – the largest in West Shanghai. There were a total of four million crystals used in these designs. Transitioning into the lobby, bands of crystal rods mimic diamond bracelets inset into wooden ceilings. The reception area and the lobby lounge are anchored with crystal drapery. Crystal is also treated as a sculpture in the arrival experience with a soaring crystal arching over the driveway. The element continues inside the space with a five-story crystal experience that leads to the grand ballroom via escalators. These sculptures culminate in the Grand Ballroom creating a spectacular ceiling of glittering glass rods and floating clouds. More than five million crystals blanket the hotel.

Perhaps one of the most spectacular elements of the Jing-An Shangri-La is the carpet, which was inspired by traditional Chinese watercolors. Each area of the hotel has its own unique artwork motifs: Lotus in the river in the Lobby Lounge, schools of feeding fish in modern waters in the public circulation areas, chrysanthemums of yellow and orange in the Grand Ballroom, watercolor flowers in the guest corridors, subtle rainbows of color in the Horizon Lounge, and modern paint stokes in the guest rooms. This Shangri-La will stand out for the complete use of artistic hand-tufted carpet throughout the hotel.

**About HBA**

World-renowned as the “Number 1 Hospitality Design Firm” (Interior Design) and honored in 2012 by the Gold Key Awards, Hospitality Design, Perspective Awards, the Boutique Design Awards and the European Hotel Design Awards; HBA/Hirsch Bedner Associates, unveils the world’s most anticipated hotels, resorts, and spas. Leading the hospitality interior design industry since 1965, HBA remains keenly attuned to the pulse of changing industry trends governed by today's sophisticated traveler. The company’s international presence, depth of experience, and detailed industry knowledge enables them to identify interior design trends at their source, make definitive predictions about new directions and innovations, and influence design standards at a global level. HBA’s ultimate objective is to add value, raise standards and enhance the brand of a project's owner and operator.

HBA creates the signature look of traditional luxury brands, independent contemporary boutiques, urban resort spas, world-class residences, restaurants, casinos, and cruise ships. From continent to continent, each HBA interior is the result of a unique and sensitive response to location, architecture, and client vision. With over 1,000 designers around the globe in 16 offices and a recent expansion in Asia, HBA is a true global company with more than 75% of its employees now outside the United States. HBA’s international presence, combined with its extensive knowledge of the interior design industry, has facilitated the ability to rewrite the language of design with each new project.

For HBA in Los Angeles, Atlanta, San Francisco, London, Hong Kong, Shanghai, Tokyo, Singapore, Melbourne, New Delhi, Dubai Moscow, Istanbul, Thailand and Manila, visit [www.hba.com](http://www.hba.com).

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