TRIED & TESTED

EXECUTIVE LOUNGE CHECK
SINGAPORE

Sheraton Towers

From top: library and sitting area in the new club lounge

WHAT'S IT LIKE? For many years, this award-winning hotel positioned itself as an all executive-room product, complete with butler attention and corporate amenities so important to the demanding business traveller. There was seen to be no need for a club lounge since existing facilities were supposed to render ready and efficient service whenever the guest needed it.

But with technology allowing greater freedom to work outside the traditional office environment, people are demanding more ad hoc workspaces from their accommodation providers.

Located on level three, next to the day-lit function rooms named Amethyst, Onyx and Turquoise and a boardroom for 14, the new Towers Executive Lounge is a stylish concept from Hirsch Bedner Associates (HBA), the firm that has defined the image of countless hotels throughout the globe, and continues to elicit "wows" even when you'd think the well has run dry. This lounge, while certainly a "small" project for the firm, nevertheless leaves an impression.

The first thing that hits you as the opaque doors slide open is a feeling of exclusivity, much like you would experience entering a private club. Only those enrolled in the Towers Executive Programme can get past, although it's not difficult. Just add S$100 (US$70) for single occupancy nightly to the prevailing Deluxe Room Rate to enjoy this and other privileges like daily laundry and dry-cleaning for up to eight pieces a day.

Instead of the usual minimalist tones, HBA opted for a cool snowy grey palette with red and black accents. Furnishings are plush and contemporary, including the funky light sconces. If this were not an executive roost, it could double as an attractive music lounge.

SEATING: Up to 68 guests can be accommodated in three distinct areas. There is also a library taking up to 14 people, permitting them to read or watch a movie from an LCD TV mounted onto a backlit onyx feature wall.

BUSINESS FACILITIES: The whole lounge is Wi-Fi enabled, but those without a laptop can use one of two computers in the library. The staff were always quick to respond to my requests for help.

F&B: A generous breakfast spread is available daily from 6.30am to 10.30am, featuring Asian and western favourites like fried rice and Danish pastries. Complimentary cocktails and hors d'oeuvres are set out on the buffet counter in the evenings, from Monday to Friday.

VERDICT: If my Heritage Suite had not been so comfortable, I would have hung out at the lounge more often. The spacious bed was perfect for cocooning. That said, I had two meetings in the lounge on a Saturday afternoon when it was quite deserted except for one other guest. This was nice, although the closeness the furniture prompted us to keep our voices down so as not to disturb the other person.

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