

**HIRSCH BEDNER ASSOCIATES (HBA) DESIGNS ARTYZEN SIFANG RECREATION CENTRE WITH
ARCHITECTURE BY ETTORE SOTTASS**

*Wellness-Focused Space is Part of 22-Buildings Designed by World-Leading Architects and Features 22
Keys, Spa, Bar Overlooking the Lake, Pool, Gym and Game Rooms*



DUBAI (August 27, 2018) – Artyzen Sifang is part of CIPEA, the China International Practical Exhibition of Architecture located in the capital of China's eastern Jiangsu province, Nanjing and is one of the architectural world's most highly-anticipated openings set to unveil October 2018. The project is comprised of 22 buildings designed by nearly two dozen of the biggest names in international and Chinese architecture, among them New York architect Steven Holl, dissident artist Ai Wewei, Chinese Pritzker prize winner Wang Shu and UK-based David Adjaye.

Notably, the recreational centre within the complex was designed by famed Italian architect, Ettore Sottsass, and his architectural practice, Sottsass Associati. The architect's enduring legacy is most remembered for his industrial design work, such as the famous Olivetti Valentine Typewriter and the Carlton bookcase. His architecture, like his product design, is instantly recognizable by bold primary colors and prominent geometrical structures.

The recreation centre lies in a beautiful hill with a gentle slope to the south that extends into the lake. The luxuriant woods and incomparable scenery complement with each other. The center lies slightly in the ridge of the mountain. It contains the social occasion sections including the pub, the reading room and the KTV houses; it is also equipped with sauna rooms and spring massage rooms. The social occasion sections function as the main entry to the building, which has prominent visual effects. The springs for recuperation circle around a large-sized winding corridor; long and circular walls embrace the rooms in different sizes and create an internal garden. The ancient architectural notion that winding corridors should be designed in a space and size that fits human body with the most private surroundings are found here. The design of the space involves the woods and fresh air.

HBA Partner David T'Kint designed the interiors for the recreation centre, which is one of the 22 buildings placed around a lake nestled in the mountains. The complex is managed by Artyzen Hospitality Group, whose operating philosophy of embracing "art, culture and emotional wisdom" echoes throughout the architecture and design of the project. The building's interiors celebrate the architectural language without mimicking it. Artyzen Hospitality Group is part of Shun Tak Holdings Limited, a leading conglomerate with core businesses in transportation, property, hospitality and investment.

T'Kint reflects, "Ettore Sottsass' latest architectural venture is a complex architectural masterpiece connecting and disconnecting volumes. My first challenge was to make this work from an operational point of view as a wellness center with a few guestrooms and connect all the areas to make this a unified guest experience."

HBA designers were challenged with an architectural envelope that was extremely powerful; they could not simply copy them or make them dramatically different, rather they had to analyze Sottsass' work and his unbelievable achievements throughout his long career. Using geometry, primary shapes, stripes, primary colors, black and white, the main characteristics of his most recognizable work, designers created an interior program that would seamlessly integrate to it.

Taking all of these items into consideration, HBA developed interiors that married Sottsass' exterior architecture. Everything is based on geometrical volumes and touches of color without being overwhelming and blended with the softness required to make this space the wellness center it was intended to be. The balance between hard and soft is studied in every area to avoid the feeling of being in a museum. The walls, for example, are divided in an irregular gridline of shapes, whereas their texture is a warm white stucco. The floors are rhythmized by woolen rugs, designed as geometrical forms. The furniture is an eclectic mix of bold contemporary items, with the right balance of neutrals and colors. Accessories decorate the spaces and add to the casual feeling overall.

"While it was an honor to be part of a select group of designers and architects, part of the challenge was to create a visual identity that didn't compromise the guests' experience and expectations," said T'Kint.

With 22 unique rooms designed for this property ranging from 43 square meters to 79 square meters, the emphasis was placed on the light atmosphere creating a sense of space with generous walk-in wardrobes and five fitting bathrooms featuring freestanding bathtubs. The visual impact rests on the views toward the surrounding nature. Entertainment is focused on traditional recreational pursuits such as mahjong, as well as table tennis and KTV.

A global approach was taken to the building design to ensure more is offered beyond the expected hotel facilities. The 1,000 square meter wellness center is more than just a spa, with an indoor pool, fitness studio and spa suites all catering to the well-being of the guest. The expansive building is an invitation to disconnect from distractions of daily life and soothe the inner soul. Beyond the spa facilities, the center promotes corporate activities and functions with a focus on harmony with nature, such as art making, reading and relaxation. The sole culinary offering is a bar on a large platform with an outdoor space that visually connects with nature on all sides.

"This is a one-of-a-kind project, unique in so many different ways. Not just a hotel – an experience – driven by remarkable architecture that is not just about design. All the buildings somehow embrace the natural surroundings and each unit is unique and has its own narrative," concluded T'Kint.

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About Hirsch Bedner Associates (HBA)

World-renowned as the "Number One Hospitality Design Firm" by *INTERIOR DESIGN*, Hirsch Bedner Associates (HBA), HBA creates the signature looks of today's luxury brands and unveils the world's most anticipated hotels, resorts, spas, casinos, restaurants, cruise ships, independent contemporary boutique hotels and world-class residences. Leading the hotel 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.

From continent to continent, each HBA interior is the result of a unique and sensitive response to location, architecture, and client vision. With more than 1,700 designers around the globe in 27 offices in nearly every major city, HBA is a true global company. 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. In the past six years, the firm has launched several new design divisions, including [Illuminate](#), [HBA Resort](#), [Studio HBA](#), [Canvas Art Consultants](#), [HBA Architecture](#), [HBA Graphics](#), [HBA Residential](#), HBA PRODUCTS and HBA Gaming.

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