



Hirsch Bedner Associates Appointed to Restore Shanghai's Landmark Peace Hotel

Renovation to Focus on Preserving the Historical Integrity of the Peace Hotel While Ensuring its Commercial Viability

Hong Kong, April 19, 2007— HBA/Hirsch Bedner Associates, the leading hospitality design consultancy in the world, has been appointed by Jin Jiang International Group, China's largest hotel group, to manage the historical restoration and adaptation of Shanghai's landmark Peace Hotel.

The newly renovated hotel is to be managed for Jin Jiang by Fairmont Hotels & Resorts and plans to reopen in 2010 as the Fairmont Peace Hotel Shanghai.

Commenting on the historic restoration, Mr. Yu Chong Ming (俞昌明) of Jin Jiang said, "Hirsch Bedner Associates was appointed due to their unrivalled experience of sensitive historical restoration and their extensive experience of successful hotel projects in China".

"The Peace Hotel has been a Shanghai landmark for more than a century and is the most famous hotel in China, and arguably throughout Asia," said Mr. Michael Bedner, Chairman and CEO of HBA/Hirsch Bedner Associates. "It is our intention to recreate the grandeur and majesty of this major Asian landmark, and restore it to its place as one of the world's finest hotels."

The Peace Hotel was first conceived by successful British trader Victor Sassoon in 1929 and opened as the Cathay Hotel. It was built in the gothic style of the Chicago school and features a copper-sheathed roof which rises 77m above sea level.

In later years it was renamed The Peace Hotel and become the most enduring symbol of the decadent international glamour of Shanghai in the 1920s and 1930s. Among its early guests were a large number of luminaries, including the likes of Charlie Chaplin and playwright Noel Coward who completed his famous work "Private Lives" while staying there.

“Hirsch Bedner Associates has been involved in many historic renovation projects around the world, and will make every effort to ensure the newly renovated Fairmont Peace Hotel Shanghai is true to the integrity of the original building while at the same time presenting a timeless reinterpretation of the fascinating and exciting period of its birth,” noted Mr. Bedner.

“We want to recreate the old world charm that the hotel exuded when it was first opened, yet provide for today’s sophisticated and discerning travellers a new level of elegance, luxury and comfort that will keep them coming back each and every time they are in Shanghai,” added Mr. Bedner.

HBA has appointed a historical consultant to assist with the restoration works to ensure that all work done complements the historical context of the property. They are also taking a lead on the architectural renovation of the project, with their partner Allied Architects International in Shanghai.

The scope of the restoration will be all encompassing, providing a dramatic renewal of both the interior and exterior of the hotel, including guest rooms, the lobby, as well as the full range of dining and entertainment venues and guest facilities.

“A true restoration also means ensuring that modifications are made so that the property becomes once again commercially viable and internationally competitive,” said Mr. Bedner. “We anticipate that the people will be fascinated by the hotel’s colourful past, but charmed and attracted by its countless modern comforts.”

HBA’s leadership in Historical Restoration Globally

A firm leader in historical preservation and adaptation in the hospitality design industry, HBA has worked on a number of the world’s oldest and most prized hotels to ensure the quality and relevance of the restoration works.

In 2003, HBA restored the ***Hotel Grande Bretagne Athens*** in Greece, a hotel which was originally created in 1874. A very ambitious preservation and refurbishment program was successfully executed, and included adding state-of-the-art facilities, swimming pools and spa, restaurants, a Grand Ballroom, and numerous meeting and conference rooms. The interior design blended French and Italian neoclassical furniture, taking cues from archival photographs of the hotel from the late nineteenth century. The detailing throughout was inspired by the original 1843 palace, which featured fluted columns, ionic capitals and mosaic floors.

The ***St. Regis Grand Rome***, originally opened in 1894 as Rome’s first deluxe hotel. After an extensive restoration and renovation by HBA in 1999, the hotel

reclaimed its status as the finest hotel in Rome and one of the best in the world. This honour has been re-emphasized recently by the hotel being named to Condé Nast Traveler's prestigious 2005 Gold List.

Westin Europa & Regina located in Venice, Italy consists of five historic buildings dating from the 17th to 19th centuries. HBA was appointed in 1997 by Starwood Hotels & Resorts to restore the historical buildings, maintaining the hotel's traditional beauty while offering contemporary conveniences. It was also named on Condé Nast Traveler's 2005 Gold List.

One of the world's most famous hotels, the **Beverly Hills Hotel** was built in 1912. This epitome of luxury was recreated by HBA in 1995, providing grandeur and tranquility in a truly residential setting, while **Hilton Chicago**, one of the grand dames of Chicago, was restored to its full glory in 1985.

About HBA/Hirsch Bedner Associates

As global leaders in hospitality interior design HBA/Hirsch Bedner Associates is credited with revolutionising the design industry. In its 43 years of business, the company has continually set design trends, pushing boundaries and injecting fresh ideas in to some of the worlds most prestigious and well-known addresses.

HBA has successfully completed well over 900 projects in eighty countries. Gaining an unrivalled knowledge of the cultural, financial, geographical and programmatic requirements involved in design projects from world-class hotels and resorts, to individual boutique hotels, spas, casinos, cruise ships and private residences.

HBA employs over four hundred design professionals in 12 offices worldwide: Los Angeles, Atlanta, San Francisco, London, Hong Kong, Shanghai, Tokyo, Singapore, Brisbane, Melbourne, New Delhi and Dubai. HBA hinges its great achievements on its fundamental values of research and sensitivity to the needs of its markets.

For more information, please visit the HBA/Hirsch Bedner Associates website at www.hbadesign.com.

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For further information, interview arrangement or images, please contact:

Grebstad Hicks Communications, Hong Kong

Kiri Sinclair (Kiri.Sinclair@ghcasia.com)
Tel: +(852) 2810 0532

Grestad Hicks Communications, Shanghai
Selina Chan (Selina.Chan@ghcasia.com)
Tel: +(86) 21 6103 7097