

**THE BVLGARI HOTEL & RESIDENCES BEIJING**

**Overview & Design**

Debuting in October 2017, The Bulgari Hotel & Residences Beijing adds a shining new jewel to The Bulgari Hotels & Resorts luxury hospitality collection. Blending art with nature, The Bulgari Hotel & Residences Beijing is situated adjacent to the Contemporary Art Museum, and surrounded by luxuriant, sculpted gardens. Referred to as an ‘urban resort,’ the property pulses at the heart of the exclusive Embassy District, in China’s capital city.

Set against a lively urban landscape and directly facing the Liangma River, The Bulgari Hotel & Residences Beijing was designed by architects Antonio Citterio Patricia Viel as an oasis of serenity. With lush gardens extending to the riverside, and walkways alongside it, the hotel’s 120 Rooms or Suites and 60 residences are complemented by a 2200-square-metre Spa, 25-metre pool, private park, Il Ristorante, Il Bar, and a ballroom, establishing a new benchmark for enlightened luxury living.

Overlooking Beijing’s Embassy District buildings – typically only a few storeys high – the view from the \_\_\_-storey The Bulgari Hotel & Residences Beijing is uninterrupted and entirely dramatic. Visible from every Room, Suite and Residence, the panoramic, south-facing cityscape is especially breath-taking from the floor-to-ceiling view of the ballroom on the \_\_\_th floor.

The sculpted gardens that surround the property incorporate various landscape concepts, creating an oasis of green serenity within an urban city capital. Designed by the renowned Enzo Enea, the river acts as the most important source of inspiration, giving the property its distinction – and the entire landscaping unfolds from it. Starting from the river, the public’s experience ripples inward like waves, toward the hotel, into more private, tranquil moments and views. This dialogue of gardens is in fact a very Roman approach to landscaping, as it guards the harmony between the inside and out. In keeping, the Bulgari gardens were designed to complement and extend the exquisite Italian-inspired interiors by Antonio Citterio and Patricia Viel.

With an exceptional approach, Antonio Citterio Patricia Viel designed the entire inside and out of the property – The Bulgari Hotel & Residences Beijing has been created by one hand, one style, one ethos – the integration of a purely Italian soul. Celebrating design distinction, The Bulgari Hotel & Residences Beijing undergoes a process comparative to the creation of a Bulgari high jewel. With a bold Italian vision, the architects seek and pair raw, rare materials by colour, texture and feel, sculpting them to shine, beautify and endure, and creating a level of luxury that is entirely without comparison.

The hotel is located within a Genesis-created construction, the social business project intended ‘to put wellbeing at the heart of Beijing.’ As a large-scale collaboration between some of the world’s best designers, planners, strategists, arts professionals and educationalists, Genesis redirects its profits into cultural and educational aspects to benefit today’s growing urban community. Aspiring to create a balance between art and nature, protecting human values and creativity, Genesis serves the community by serving its future.

Nurturing the historic memory of Beijing, Genesis is a new concept for China that invests in tomorrow while protecting the past. Creating community, the multi-purpose complex that houses The Bulgari Hotel & Residences is flanked by two office towers, connected by an atrium and performance amphitheatre, and is adjacent to the Contemporary Art Museum. In a vibrant tribute to nature and art, the entire structure is built to serve multiple needs within the community.

Home of treasures such as the Great Wall and the Forbidden City, Beijing is famous for an aesthetic richness that extends back 3,000 years. Meanwhile, with 20 million residents and 17,000 square kilometres of city, location means everything in Beijing. The Bulgari Hotel & Residences Beijing holds a peerless address, next to the trendy dining and fashion quarter of Sanlitun. Just twenty minutes away by car from the Beijing Capital International Airport, the Ping’an International Finance Center and the East Second Ring Road office zone, the hotel’s international atmosphere is heightened by its proximity to the 798 Art Zone, an avant-garde artistic community of galleries and museums housed in a decommissioned military factory, and Chaoyang Park, Beijing’s largest recreational park. A bit farther afield, the historic attractions of the Lama Temple and the Forbidden City may be conveniently reached in the comfort of the hotel’s Maserati limousines. As well, guests enjoy easy access to the highway to access the International Airport and the Great Wall.