

### **Suitcase Cinema Beijing for Leisure Travellers**

(Beijing, June 2010) – Following the successful launch of *Short Stays* by three young and talented Chinese film directors, The Opposite House has partnered with Apple and Canon for Suitcase Cinema. A spacious Studio 70 at The Opposite House is fitted with a 24" *imac* and Canon camcorder for leisure travellers to capture Beijing in their own creative way, to put together a Beijing short reel with the *iMovie* application.

The RMB2,800 package includes breakfast for two and the use of a bicycle, map and a limited edition *Short Stays* DVD for those looking for a weekend getaway or week long stays in the capital. The transient space of hotel rooms provides a blank canvas for storylines and the ancient traditional sites are the perfect backdrop for amateur directors who want to try their hand at short movie making while on vacation.

Suitcase Cinema will run through to the end of December for those looking for a spot of fun and a bespoke experience in the capital.



## About Swire Hotels

Swire Hotels has been created to manage intriguing urban hotels in Hong Kong, Mainland China and the United Kingdom, providing a luxury experience for travellers who seek individuality, style and personalised service.

The Opposite House, Beijing, opened in 2008 and was followed by The Upper House, above Pacific Place, Hong Kong, in October 2009. Swire Hotels opened a 345-room lifestyle business hotel called EAST in Hong Kong's Island East, on 25 January 2010.

In the United Kingdom, Swire Hotels is developing a collection of stylish boutique hotels in interesting English towns and cities, with the first hotel in the collection to be launched in 2010.

## About The Opposite House

The Opposite House is located in Sanlitun Village—a vibrant new open-plan shopping, dining and entertainment destination developed by Swire Properties. The hotel's 99 guest studios includes 9 spacious suites and a penthouse duplex with a 240sqm roof terrace. More than half of all the studios are over 70 sqm and all are strikingly simple with natural wooden floors and subtle touches of Chinese décor.

For further information or high resolution images please contact:

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## About Sanlitun Village

Sanlitun Village, located at the junction of the Worker's Stadium North Road and Sanlitun Road in Chaoyang District, Beijing, comprising two sites with a total site area of approximately 53,000 sqm (over 566,000 sq ft), and a total floor area of over 136,000 sqm (approximately 1.47 million sq ft)\* spreading over 19 buildings, including a 99-room intriguing urban hotel, The Opposite House.

Built around the bustling hutongs of Sanlitun, taking inspiration from the courtyards and alleyways of Beijing's past and mixing it with its more worldly cosmopolitan present, the development will include over 200 shops, plus cafes, restaurants and bars, an eight-screen MEGABOX cinema, a unique cultural entertainment space and parking for more than 800 cars. For more details, please go to our official website: [www.sanlitunvillage.com](http://www.sanlitunvillage.com)

The retail portions of Sanlitun Village are jointly owned by Swire Properties and Gateway China Fund I, with Swire Properties holding an 80% stake and Gateway China Fund I taking the remaining 20%, while the hotel is wholly-owned by Swire Properties.

\* Gross floor area excludes car park areas