

(FOR IMMEDIATE RELEASE)

Leica x Swire Hotels Photography Exhibition

(Hong Kong/Beijing February-March 2012) – Following the initiatives of working with local creative talent, Swire Hotels' House Collection: The Opposite House, Beijing and The Upper House Hong Kong have collaborated with Leica camera, commissioning four local photographers, two from the respective cities to photograph the properties with the themes of "Beijing opposites" and "Hong Kong views from the top", using a Leica camera of their choice.

An exhibition will be held at The Opposite House Beijing and The Upper House Hong Kong over February and March 2012, showcasing a diverse and eclectic mix of new perspectives on the Houses, seen through the lenses of different Leica cameras (film and digital) and the four post-80s generation photographers.

A competition was also held for themed submissions on "Beijing opposites" and "Hong Kong Views from the top" in October-December 2011 and the winning entries of the grand prize and top five entries will be also on display.

For more details of the project, check out the Swire Hotels blog:
<http://www.youdbemuchbetterhere.com/index.php/archives/636>
<http://www.youdbemuchbetterhere.com/index.php/archives/779>

Madi Ju shot with the LEICA MP/ 35mm f2.5, Hanchao shot with the M7/35mm f2.5, Mandy Yeung shot with the LEICA M9 /50mm f2.5 and Xue Tan shot with LEICA MP/ 28mm f2.8

About Swire Hotels

Swire Hotels has been created to manage intriguing urban hotels in Hong Kong, Mainland China and the United Kingdom, providing a characterful 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, Hong Kong in Hong Kong's Island East, on 25 January 2010. EAST, Beijing with 369 rooms, located within INDIGO in Jiangtai, will open in 2012.

Swire Hotels has launched a new collection of locally inspired and stylish hotels in the heart of great British towns and cities called Chapter Hotels. The first hotel in the collection, The Montpellier Chapter, opened on the 29th November in Cheltenham. The second Chapter hotel will open in Exeter in 2012.