



## **WF CENTRAL AND MAISON&OBJET SHOWCASE INTERNATIONAL DESIGN AND LIFESTYLE** *“MAISON&OBJET Design Pavilion at WF CENTRAL”, Beijing.*

**Beijing, 24<sup>th</sup> January 2018** – WF CENTRAL today announced a partnership with MAISON&OBJET, the acclaimed international authority for home decor, interior design, architecture and lifestyle culture and trends, to bring a special ‘MAISON&OBJET Design Pavilion at WF CENTRAL’ design showcase to China for the first time.

The MAISON&OBJET PARIS bi-annual home decor fair is internationally renowned for connecting the international interior design and lifestyle community. The collaboration will see MAISON&OBJET bringing a unique design showcase to WF CENTRAL in Beijing in mid September 2018. The two month Design Pavilion will feature over 25 renowned designer brands - many new to China - offering customers the opportunity to experience and purchase the very latest design trends and stylish lifestyle savoir faire.

The showcase presents a truly outstanding portfolio from leading global design brands, introducing the widest range of bespoke designer furniture, lighting, decorative items, interior designs, wall coverings, jewellery and fashion accessories. An important part of this exhibition will be devoted to a collective showcase of iconic products by M&O’s Designers of the Year.

“We are excited to welcome MAISON&OBJET and M&O’s Designers of the Year to WF CENTRAL in curating this exclusive design showcase,” said Mr Raymond Chow, Executive Director of Hongkong Land. “WF CENTRAL has been envisaged as a Beijing landmark of quality living and we are pleased to present this opportunity for customers to both enjoy and shop for unique designer products, providing the chance to purchase the work of cutting-edge international design and lifestyle leaders.”

“We are delighted to be collaborating with WF CENTRAL in bringing the MAISON&OBJET experience to China for the very first time,” explained Philippe Brocart, Managing Director. “MAISON&OBJET is the international authority for home decor, interior design, architecture and lifestyle culture and trends. We very much welcome the opportunity to present this very special design showcase to enthusiastic new audiences in China, in what is undoubtedly one of the most exciting and dynamic markets in the world.”

The ‘MAISON&OBJET Design Pavilion at WF CENTRAL’ is just one of a wide and diverse array of unique events and happenings planned for 2018. As a destination for stimulating art and culture exhibitions and exchanges, WF CENTRAL is dedicated to creating highly prestigious artistic collaborations with renowned international arts bodies with an exciting line-up of exclusive arts exhibitions and installations providing visitors with a rich assortment of lifestyle, arts and cultural offerings.



WF CENTRAL is a premium lifestyle retail destination, a world-class, 150,000 sq. m. retail, fine dining and hospitality hub in Wangfujing, in the centre of Dongcheng District, Beijing. It sets a new benchmark for retail and lifestyle through its FIVE Core categories. Each category offers unmatched experiences namely: Luxury; Fashion; World-class Gastronomy; Lifestyle & Wellness; and Art & Culture.

To discover more about WF CENTRAL and to receive our latest news and information on upcoming events, follow us on our Sina Weibo account and our WeChat account at “WF CENTRAL”.

Please download the hi-res images at:

<https://www.dropbox.com/sh/tppdb8fei1xuk06/AAA90T0PKCnasjrJIPsoQnfua>



WF CENTRAL will host a special ‘MAISON&OBJET Design Pavilion at WF CENTRAL’ design showcase in China for the first time.



The MAISON&OBJET PARIS bi-annual home decor fair is internationally renowned for connecting the international interior design and lifestyle community.



王府中環  
WF CENTRAL



The two month Design Pavilion will feature over 25 renowned designer brands - many new to China - offering customers the opportunity to experience and purchase the very latest design trends and stylish lifestyle savoir faire.



The 'MAISON&OBJET Design Pavilion at WF CENTRAL' will introduce the widest range of bespoke designer furniture, lighting, decorative items, interior designs, wall coverings, jewellery and fashion accessories.



The showcase will present a truly outstanding portfolio from leading global design brands,



## **WF CENTRAL**

WF CENTRAL is Hongkong Land's leading premium lifestyle retail centre in China at the commercial and political heart of the capital city, with the design and scale to both respect and revitalise the historic fabric of the Wangfujing area. Occupying a prime site of approximately 21,000 sq. m. on Wangfujing Street in Dongcheng District, Beijing, WF CENTRAL is bringing the community a total of 150,000 sq. m. gross floor area – including a 74-room Mandarin Oriental hotel. The property offers 50,000 sq. m. of retail space.

Bringing together an unparalleled range of Luxury, Fashion, World-class Gastronomy, Lifestyle & Wellness, and Art & Culture experiences, WF CENTRAL is set to offer an authentically-new Beijing lifestyle experience by providing the opportunity to find inspiration, enjoy culture and be part of a new global perspective.

Located on the prosperous Wangfujing Street, WF CENTRAL is only a stone's throw away from the Forbidden City and the Central Business District of Beijing. It will provide 660 carpark spaces and is well served by the capital's public transportation and metro networks.

## **Hongkong Land**

Hongkong Land is a listed leading property investment, management and development group. Founded in 1889, Hongkong Land's business is built on excellence, integrity and partnership.

The Group owns and manages approximately 800,000 sq. m. of prime office and luxury retail property in key Asian cities, principally in Hong Kong and Singapore. Hongkong Land's properties attract the world's foremost companies and luxury brands.

Its Hong Kong Central portfolio represents some 450,000 sq. m. of prime property. It has a further 165,000 sq. m. of prestigious office space in Singapore mainly held through joint ventures, and a 50% interest in a leading office complex in Central Jakarta. The Group also has a number of high quality residential, commercial and mixed-use projects under development in cities across Greater China and Southeast Asia, including a luxury retail centre at Wangfujing in Beijing. In Singapore, its subsidiary, MCL Land, is a well-established residential developer.

Hongkong Land Holdings Limited is incorporated in Bermuda and has a standard listing on the London Stock Exchange, with secondary listings in Bermuda and Singapore. The Group's assets and investments are managed from Hong Kong by Hongkong Land Limited. Hongkong Land is a member of the Jardine Matheson Group.



## MAISON&OBJET

Since 1995, MAISON&OBJET has been the world's foremost event for professionals of the lifestyle, interior and design industries. Every edition brings together some 3,000 brands and more than 85,000 unique visitors – of which 50% hail from outside France. Promoting new contacts and emerging talents, MAISON&OBJET presents, twice a year, the latest sources of inspiration by shedding insight into current and future trends. As a result, the event has become an effective catalyst for brand development and business growth.

- end -

For further information, please contact:

### Hongkong Land

|              |                |                                                                      |
|--------------|----------------|----------------------------------------------------------------------|
| Jennifer Lam | +852 2842 8222 | <a href="mailto:jennifer.lam@hkland.com">jennifer.lam@hkland.com</a> |
| Amanda Lee   | +852 2842 8497 | <a href="mailto:almlee@hkland.com">almlee@hkland.com</a>             |

### FleishmanHillard

|                            |                  |                                                                      |
|----------------------------|------------------|----------------------------------------------------------------------|
| FleishmanHillard (Beijing) |                  |                                                                      |
| Norman Li                  | +86 10 5775 5782 | <a href="mailto:norman.li@fleishman.com">norman.li@fleishman.com</a> |

|                              |                |                                                                      |
|------------------------------|----------------|----------------------------------------------------------------------|
| FleishmanHillard (Hong Kong) |                |                                                                      |
| Kitty Lee                    | +852 2586 7861 | <a href="mailto:kitty.lee@fleishman.com">kitty.lee@fleishman.com</a> |

### Maison&Objet

|                                |               |                                                                            |
|--------------------------------|---------------|----------------------------------------------------------------------------|
| Official Representative, Asia, |               |                                                                            |
| Regina Chan                    | +65 8186 1293 | <a href="mailto:regina.chan@safisalons.com">regina.chan@safisalons.com</a> |