



NUO HOTELS: THE GOLDEN PROMISE

On September 20th, 2012, NUO Hotels was officially launched during an inauguration ceremony at the Temple of Heaven in Beijing. The brand derives its name from the Chinese characters “诺金” (Nuo Jin) meaning “the golden promise”. In pioneering Chinese luxury hospitality as one of the country’s first homegrown five-star hotel brands, NUO Hotels interprets its “golden promise” by drawing inspiration from the country’s 5,000 years of history and cultural heritage and its commitment to serving as a custodian of traditional Chinese culture. NUO’s brand identity is symbolised by a Chinese vase, representing hospitality, prosperity and commitment to a bright future.

Inspired by China’s rich heritage, NUO Hotels’ core philosophies, as fully exemplified in the group’s properties, are encapsulated by four key brand pillars: Chinese, Luxury, Contemporary and Green. At the same time, NUO Hotels is equally focused in promoting contemporary Chinese art and promises to offer a full range of modern luxurious travel experiences with NUO Travel whilst retaining characteristics of “low-carbon green intelligence” in all its hotels. It is the intention of NUO Hotels to extend this “green promise” by cooperating with trade industry leaders in developing standard criteria for other low-carbon hotels around the world and by joining a World Travel and Tourism Council (WTTC) low-carbon hotel organisation.

With a mission to “build a Chinese national brand, forge an international path”, NUO Hotels stands as a pioneer in symbolising “The Chinese Dream” for the hotel industry. Entirely owned by Beijing Tourism Group (BTG), NUO Hotels represents the novel lifestyle and attitude of modern China, whilst honouring its cultural heritage.

Since the launch, the building of NUO Hotel Beijing, the group’s luxurious flagship hotel, has progressed rapidly and the hotel opened on 5 June 2015 as a contemporary lifestyle destination in ‘Modern Ming’ design. Located near Beijing’s Art Zone 798, the heart of China’s dynamic art movement, NUO Hotel Beijing features 438 luxurious rooms and suites, a traditional tea house, six restaurants and bars, NUO Spa, the impressive 1,600 square metre Yongle Grand Ballroom, and a showcase of original works from iconic Chinese artist Zeng Fanzhi.

In addition to Beijing, NUO Hotels has development plans in China and rest of the world. Each NUO hotel has varying cultural style and design inspirations, making each hotel unique. These inspirations are based on designs originating from a set of seven Chinese dynasty traditional paper-cutting and woodworking techniques. Just like the creation of the core pattern of the vase depicted in the NUO logo, these designs enrich the visual appeal and expression of the brand. Each future new location provides NUO with a platform to express a particular facet of Chinese culture from a new angle and to promote its national cultural treasures. Future individual NUO Hotels will each be a showcase of a unique aspect of traditional Chinese culture or history of the property’s location.

As an essential extension of the NUO brand of hospitality, NUO Travel was launched by Beijing Tourism Group to provide an upscale, world-class concierge and travel service for NUO Hotels guests worldwide. With the emergence of the sophisticated, discriminating type of global



Chinese traveller who demand and expect only the very best, market conditions these days present an opportunity to introduce a true, “Made in China”, five-star hotel brand and end-to-end travel experience. NUO Hotels and NUO Travel strive to meet the unfulfilled needs of guests who are seeking world-class luxury travel that nevertheless pays an authentic homage to China’s rich culture, history and traditions.

Adrian Rudin, NUO Hotel Beijing’s general manager, leads his team in creating the NUO Hotels origins story, as well as contributing to the creation of the unique “NUO Travel Experience”, aimed at extending the NUO brand of hospitality to all corners of the globe.

NUO Hotel Beijing: Hotel Overview

NUO Hotels celebrates the depth and richness of Chinese culture and shares it generously for the pleasure of guests in a contemporary way with the opening of its 5-star flagship property - NUO Hotel Beijing. Located near Beijing’s Art Zone 798, the pulse of China’s dynamic art movement, NUO Hotel Beijing is a contemporary showcase of unique design inspired by the “Golden Age” of prosperous Ming Dynasty heritage literature, art and culture, the perfect example of tradition blending in harmony with the future of contemporary China.

As art, literature and music are the ultimate expressions of culture, NUO Hotel Beijing proudly positions it centre stage of the guest experience in striking ways. The hotel serves as an art destination in its own right, with dedicated artworks in the hotel lobby, guestrooms and suites, food & beverage outlets acting as backdrops for a stunning series of carefully curated pieces by the country’s most critically acclaimed artists, from newly emerging to world-renowned, including four exclusive, custom-created artworks by Zeng Fanzhi, considered by international art experts as “China’s greatest living artist”. In his role as Beijing NUO Hotels Management Co., Ltd. honorary art consultant, Mr. Zeng created two majestic masterpieces, “*Le Shan*”, a silver and bronze sculpture, and “*Landscape 2014*”, an oil painting, as the dramatic centre pieces of the hotel’s grand lobby.

A lifestyle destination with key interiors designed by Hirsch Bedner Associates, NUO Hotel Beijing is comprised of 438 guestrooms and suites as well as an Executive Club Lounge, all with floor-to-ceiling views of the city. Elegant furnishings in warm woods and leather, hushed jewel-toned accessories, plush silk-patterned walls, rich wooden and textured marble floors combine harmoniously in a contemporary interpretation of Ming Dynasty-inspired residential style. Guestrooms bring the hotel’s art destination experience vividly to life with each room featuring an artwork originated from Zeng Fanzhi’s paintings on paper, an interpretation of “*Stepping on Snow to Look for Plum Flowers*”, “*Mountain*”, and “*Rempike*”.

All guestrooms have been thoughtfully designed and equipped with the modern traveller’s security, comfort and productivity in mind: complimentary broadband and wireless Internet access, flat-screen high-definition televisions, Bluetooth-enabled Bose stereo speakers, in-room bars and Nespresso coffee machines, walk-in wardrobes, ensuite laundry and valet delivery cabinets, sophisticated air purification systems and high-level soundproofing, all-marble bathrooms with large soaking tubs, glass-enclosed rainforest showers and custom NUO Pu’er tea-infused bed and bath accessories. Guests may avail of the hotel’s round-the-clock butler service, in-room dining and lifestyle concierge whilst Club accommodation and suite guests have exclusive access to the hotel’s 25th floor Executive Club Lounge.

Committed to serving authentic cuisine, NUO Hotel Beijing carefully sources ingredients from



partner local green farms and producers, which are then creatively prepared in the hotel's six restaurants and bars by a team of global culinary experts from around the world. Diverse dining and entertainment venues at NUO Hotel Beijing include Jia, the hotel's signature Chinese restaurant; N'Joy for international all-day dining; NUO'Ki for contemporary Japanese cuisine; sleek avant-garde O'Bar with its craft cocktails and outdoor terrace; gourmet boutique U'Deli as well as the hotel's sumptuously elegant, art-bedecked Lobby Lounge.

The tradition of tea is a significant highlight and unique to NUO Hotel Beijing is the Yuan Tea House, with its graceful interiors evoking an exquisite courtyard and garden in a contemporary interpretation of a Ming Dynasty-era tea house, and where a variety of premium teas sourced directly from tea plantations in Yunnan, Anxi and Wuyi mountain regions are offered, including bespoke teas created exclusively for NUO Hotel Beijing.

For relaxation and wellness, guests may avail of NUO Fitness' well-equipped lifestyle gymnasium and a 25-metre heated indoor swimming pool, and NUO Spa with its nine treatment rooms. With its opening, NUO Hotel Beijing unveils a total of 2,500 square metres of conference and banqueting facilities, including 14 function rooms and the pillar-free 1,600-square metre Yongle Grand Ballroom, which can accommodate up to 1,500 guests and features natural daylight, a 9 metre-high ceiling designed for flexible lighting installations, LED dynamic lighting to change the room's mood, and direct-access elevators with the capability to accommodate cars. Event organisers benefit from a dedicated events manager on standby at all occasions.

A fleet of limited-edition supplied by NUO Travel as the hotel's exclusive limousine service, are deployed to meet NUO Hotel Beijing's guests' transport needs. Proudly "Made in China", the iconic "Red Flag" limousines were luxury vehicles used for the transport of foreign dignitaries in China's past and have recently experienced a nostalgic resurgence in popularity.

In keeping with NUO Hotels' commitment to "low-carbon green intelligence", NUO Hotel Beijing is equipped with a sophisticated air-purification system with high performance "F8 classification recognised by the European Committee for Standardisation (CEN), an intelligent lighting system and an energy-saving curtain wall system designed by German firm Schüco which reduces air-conditioning and heating wastage in the hotel. The hotel has stayed faithful to the "green building" template, carefully adhering to gold-level certification standards in LEED (Leadership in Energy & Environmental Design Building Rating System), as well as achieving gold level certification.

Welcome to NUO – pioneering Chinese luxury hospitality.

Location: NUO Hotel Beijing is housed within the sleek NUO Center, a new, upscale "green building" mixed-use complex comprised of a state-of-the-art office tower and the hotel, all owned by Beijing Tourism Group. Beijing Capital International Airport is approximately 20 minutes away via the airport expressway; the hotel is adjacent to the soon-to-open Gaojiayuan Station of Beijing's Metro line 14 whilst from Jiangtailu Station on the same line, the hotel is approximately 10 minutes away on foot. NUO Hotel Beijing is conveniently located in the business and cultural hub of the city's northeastern Chaoyang district, in advantageous proximity to the city's Third Embassy area, the 798 Art District and the Wang Jing Hi-Tech Business Park.

Ming Dynasty Heritage Inspiration



Spanning nearly 300 years of rule, China's Ming Dynasty, during its "Golden Age", influenced the entire world in trade, culture, power and opulence. With a design brief revolving on a modern interpretation of Ming Dynasty heritage culture, Singapore-based Hirsch Bedner Associates (HBA), headed by chief designer Ian Carr and a team of hundreds of staff, spent nearly five years carefully researching and developing the minute details that would contribute to the overall visual look of Ming-inspired luxury, elegance and versatility that would become the signature for NUO Hotel Beijing's interiors.

The primary colours chosen to represent NUO Hotel Beijing are grey and blue as popularised by Chinese literature from the Ming Dynasty era. These colours were adjusted and modernised by design agency Landor Associates, which selected a brick grey and blue sky as contrasting colours, subtly adding a touch of royal yellow or warm gold.

Threading a common design inspiration throughout NUO Hotel Beijing are symbolic heritage footprints of a veritable who's who of the Ming Dynasty's most renowned scholars and philosophers, artists, poets and calligraphers, innovators and explorers, from intellectual Zhang Dai in the hotel lobby, writer Wen Zhenheng and poet Wen Zhengming in the guestrooms, calligrapher and painter Xu Wei in Jia, the hotel's Chinese restaurant, prince-turned-philosopher Zhu Quan in Yuan Tea House and legendary naval explorer Zheng He in N'Joy, the hotel's international all-day dining destination.

Also highly influential for the designers was the work of Ming Dynasty-era literary figure Wen Zhenheng, who documented his philosophy of interior design nearly 500 years ago. Aesthetic tastes of that era tended towards simple, restrained, orderly, even austere elegance, based on the underlying structure of nature – a style which actually shares commonality with today's Zen-influenced minimalist interior design trend. It is no wonder that Master Wen's "*Treatise on Superfluous Things*" is still regarded by scholars today as one of the most compelling glimpses into classic Chinese interior design.

Throughout the hotel, guests may see various building and decorative techniques characterised by the Ming Dynasty era in various places in China. Rigorously applied, the depth of historical and technical knowledge has enhanced the design and extended to every detail, such as colour combinations, artistic decoration, material selection and so on. The hotel's complex yet simple and harmonious design, evoking modern Ming Dynasty style inspiration and opulence, is poised to become a new standard for Chinese hotels.

With the golden age of the Ming Dynasty serving as inspiration and "using the past to serve the present" as its guiding philosophy, the hotel's overall visual style is designed to appeal to the new, emerging tourists of the Chinese luxury market and a showcase to appeal to a new generation of elite Chinese travellers.



NUO Art

HBA's chief designer Ian Carr and his team spent months studying and working with a group of Beijing university professors, artisans and artists such as NUO's honorary art consultant Zeng Fanzhi and his team in China, to develop unique and custom artworks and design elements for the hotel, capitalising on a wealth of art and design inspiration rooted in thousands of years of Chinese history and culture.

Upon entering NUO Hotel Beijing, guests are greeted by two of Zeng Fanzhi's most monumental art pieces for the hotel, taking centre stage in the hotel's grand lobby: a 6.3-metre by 2.6-metre oil painting, entitled "*Landscape 2014*", and a over 5-metre tall sculptural masterpiece which obliquely references the "*Analects of Confucius*", a collection of moral and ethical principles enunciated by the Chinese philosopher Confucius in conversations with his disciples, which have highly influenced educational, social, and cultural thought in China and elsewhere.

Made of silver and bronze imported from Basel, Switzerland, the 3-tonne sculpture, entitled "*Le Shan*", is Mr. Zeng's homage to a line from one of the essays of renowned Ming Dynasty-era intellectual and historian Zhang Dai who, in recalling blissful memories spent with his beloved grandfather in Shaoxing, China, said: "*The door opens on a view of mountains; the window opens on a view of water*".

Alongside Mr. Zeng's majestic masterpiece, ten 2.24 metre-tall blue and white painted porcelain vases stand as splendid sentinels in the lobby, in direct tribute to the time when such porcelain from the ancient kilns in Jingdezhen, China, were considered the pinnacle of beauty and exquisite artwork, prized by emperors and exported all over the world. Directly above, a skylight in the soaring lobby ceiling filters in sunlight during the day whilst dramatic dynamic lighting enhances and inspires guests' moods.

Next to the hotel entrance within the lobby, five gigantic moon gates, an ancient Chinese landscape design element, serve a dual purpose: acting as a symbolic portal between the hotel's landscaped gardens outside and the lobby interiors and providing tantalising glimpses of the hotel's providing tantalising glimpses of the hotel's dedication to promote Chinese culture and art with cooperation with Nanmu Studio and ShanghART gallery to feature works of China's most critically acclaimed newly emerging and renowned contemporary artists.

Steel architectural installations in the shape of a Chinese vase hang from the soaring lobby ceiling above the ShanghART and Nanmu Studio area, recalling NUO's logo and welcoming all hotel guests with the brand's symbolic representation of hospitality, prosperity and commitment to a bright future.

NUO Hotel Beijing Rooms

Designed by Hirsch Bedner Associates, NUO Hotel Beijing's 438 guestrooms and suites, all offer floor-to-ceiling views of the city.

In an homage to Ming Dynasty-era literary figure Wen Zhenheng's book "*Treatise on Superfluous Things*", where he advocates that form should follow function, the guestrooms' layout and design are reminiscent of an ancient Chinese intellectual's residence, a harmonious blend of balance and symmetry, whilst maintaining simplicity of comfort. An entrance foyer welcomes guests in all guestrooms and suites and there are clearly delineated areas for working,



studying or entertaining, relaxing, sleeping and bathing. Elegant furnishings in warm woods and leather, hushed jewel-toned accessories, plush silk-patterned walls, rich wooden and textured marble floors combine harmoniously in a contemporary interpretation of Ming Dynasty-inspired residential style.

Paying tribute to Master Wen's belief, stated in his treatise, that bedrooms should be *"appropriate for a hermit who supposedly sleeps with clouds and dreams of the moon"*, asymmetric cloud graphics on the carpets allow guests to experience the feeling of nature, stimulating creative inspiration even whilst relaxing in the comfort and privacy of their rooms.

Ming scholars viewed artwork as a powerful force in the home that should be used sparingly, with Wen Zhenheng advising the hanging of only one painting per room. Guestrooms at NUO Hotel Beijing remain faithful to this adage whilst bringing the hotel's art destination experience vividly to life with each room featuring an artwork originated from Zeng Fanzhi's paintings on paper, an interpretation of *"Stepping on Snow to Look for Plum Flowers"*, *"Mountain"*, and *"Rampike"*.

All guestrooms have been thoughtfully designed and equipped with the modern traveller's security, comfort and productivity in mind: complimentary broadband and wireless Internet access, marble-topped executive writing desks, flat-screen high-definition televisions, Bluetooth-enabled Bose stereo speakers, in-room bars and Nespresso coffee machines, walk-in wardrobes, ensuite laundry and valet delivery cabinets, sophisticated air purification filters and high-level soundproofing, intelligent lighting systems and electronic mesh curtains to reduce energy wastage.

The all-marble bathrooms are spacious and sun-kissed with natural daylight, with large soaking tubs, glass-enclosed rainforest showers and custom NUO Pu'er tea-infused bed and bath accessories, developed exclusively for the hotel by Shanghai-based Ba Yan Ka La, China's first luxury skincare brand. Even in the bathrooms, inspiration can be found, such as whimsical lines of poetry from Ming Dynasty-era scholar Wen Zhengming, one of China's "Four Masters of Ming", etched in exquisite calligraphy on a corner wall.

NUO Hotel Beijing has a dedicated bridal suite as well as five guestrooms specifically created with female travellers in mind. Guests at NUO Hotel Beijing may avail of the hotel's round-the-clock butler service, in-room dining and lifestyle concierge whilst Club accommodation and suite guests have exclusive access to the hotel's 25th floor Club Lounge.

Presidential Suite

NUO Hotel Beijing's opulent Presidential Suite is decorated in elegant shades of imperial gold and offers breathtaking panoramic views of Beijing. Sprawling over 300 square metres, the suite is the epitome of understated elegance, capturing the timelessness of the ancient and modern capital.

The suite is gracefully furnished with the backdrop of dark wooden floors and walls, enlivened by bespoke work by NUO's honorary art consultant, Zeng Fanzhi, on display. Suite guests have ample room to relax with a vast living room, dining area, kitchen, bar, study and private gym. In addition to the spacious bedroom with a walk-in closet, there is a lavish, impeccably designed marble bathroom with a freestanding oversized bathtub, walk-in shower and twin vanity units. Selected poems of landscapes from Ming scholar Wen Zhengming, including *"Mei Hua"* (*Plum*



Blossom), is gracefully carved on the wall of the bathroom. Thoughtfully designed with complete soundproofing and a cutting edge air purification system guarantee a peaceful night's sleep.

A connecting room is available for guests travelling with family or in larger groups, creating an additional guest bedroom.

NUO Hotel Beijing Food and Beverage

In keeping with its commitment to serving authentic cuisine, NUO Hotel Beijing sources food ingredients from the hotel's partner local farms and producers, which are then creatively prepared in the hotel's six restaurants and bars by a global team of culinary experts from around the world.



Jia

Jia, NUO Hotel Beijing's signature Chinese restaurant, conveys the warm embrace of a peaceful, welcoming home and recalls the familiarity, comfort and deep satisfaction derived from the best-loved home-cooked meals. Contemporary artist Tang Bohua imitates Ming Dynasty-era artist, calligrapher and epicure Xu Wei's free-style flower-and-bird ink wash paintings, adding details of food ingredients into the paintings in tandem with Xu Wei's food-related works, whilst the restaurant's ambience evokes the natural setting of an exquisite, elegant home. Chefs from Hong Kong incorporate Ming cultural elements in cooking authentic traditional Cantonese cuisine, with an emphasis on sourcing fresh, premium, green ingredients from NUO's own Green Farm for healthy dining. With ten luxurious, elegantly appointed private rooms, Jia provides the ideal venue for family gatherings, special occasions with friends and other celebrations as well as for business entertaining.



N'Joy

Playing on the word "enjoy", N'Joy at NUO Hotel Beijing offers international all-day dining, where diners enjoy a magnificent buffet feast for breakfast, lunch and dinner from NUO's culinary team of world-class chefs from around the world. N'Joy owns Beijing's largest hotel restaurant buffet counter and open kitchen at over 800 square metres and with two Private Dining Rooms. Guests at N'Joy can embark on an international culinary journey inspired by the voyages of the legendary Ming Dynasty-era Chinese admiral Zheng He, who commanded an armada of the largest fleets and the largest ships ever to sail and explore the Indian Ocean. N'Joy's open kitchens, including a seasonal vegetables section with fresh ingredients from NUO's own Green Farm, are all designed for the drama and theatre showcasing the chefs' dazzling skills. N'Joy features an expansive patio for alfresco dining.



NUO'Ki

NUO'Ki Japanese restaurant, with three elegant private dining rooms, charmingly reflects a modern style in showcasing the elegant simplicity of Japanese culture. Seasonal seafood and premium ingredients are carefully sourced in order to serve contemporary Japanese cuisine at NUO'Ki.



Yuan

A NUO Hotel Beijing signature, the Yuan Tea House, with its graceful interiors evoking an exquisite courtyard in a contemporary interpretation of a Ming Dynasty-era tea house, is a gracious tribute to the time-honoured tea tradition in China, even using Yixing Clay tea pots popularised during the Ming period. Tea master tastings and a variety of premium teas are offered, including bespoke connoisseur teas created exclusively for NUO Hotels, such as Green Tea from Hangzhou and Suzhou, Black Tea and White Tea from Fujian, Pu'er Tea from Yunnan and Oolong Tea from Wuyi and Anxi mountain regions, sourced directly from Chinese tea farmers and plantations with cultural heritage backgrounds. One of China's famous Chinese potters custom-created six tea pot designs for NUO Hotel Beijing's bespoke teas.

Yuan Tea House is primarily inspired by Zhu Quan, one of Ming emperor Zhu Yuanzhang's sons, who, after withdrawing from imperial court life, embarked on a spiritual and philosophical life of self-cultivation. He published the influential book *"The Tea Manual"* and, advocated a simpler way of steeping loose tea, a radical departure from the tea cakes (i.e. brick tea) of the past Tang and Song Dynasties, ushering in a new era in Chinese tea culture.



O'Bar

O'Bar features a selection of premium wines and craft cocktails by NUO Hotel Beijing's team of creative mixologists, in a chic avant-garde setting for sophisticated urbanites to play and prowl, unwind and socialise. Featuring a sleek outdoor terrace at 2200 square metres, O'Bar is a stylish venue for private parties, company functions and other fashionable occasions.



Lobby Lounge

NUO Hotel Beijing's sumptuously elegant Lobby Lounge is a luxurious haven for lingering and socialising in Beijing's Upper East Side, offering delicious handmade cakes, pastries and desserts, classic afternoon tea and freshly brewed coffee. Whether taking a break from browsing nearby art galleries or conducting brief business meetings, with the soft, melodious NUO original Ming-influenced cultural music as a backdrop, the Lounge provides a charming respite from the city's hectic pace.



U'Deli

NUO Hotel Beijing's gourmet boutique U'Deli provides on-the-go homemade desserts and pastries, tasty snacks, simple meals and fresh coffee, freshly prepared daily. U'Deli makes a perfect stop for picking up homemade items, made from green ingredients sourced from the NUO Green Farm as well as trusted suppliers in the local market, and giving in to a favourite indulgence from a thoughtfully curated selection of imported delicacies.

NUO Hotel Beijing Meetings and Events

A prestigious address for meetings, conferences, weddings and glittering celebrations, NUO Hotel Beijing provides a full range of facilities and services to ensure perfect events. With a total of 2,500 square metres of indoor meetings and banqueting space spanning across 14 multi-function rooms and the Yongle Grand Ballroom, the hotel's events space artfully incorporates subtle design elements and accents from the Ming Dynasty.

The 1,600-square metre, pillar-free Yongle Grand Ballroom, named after the Ming Dynasty's most formidable emperor who bore a monicker meaning "Perpetual Happiness", is a showcase of flexibility for an event planner's dream; sumptuously swathed in smooth grey marble and plush carpeting, it can be divided into four smaller rooms equipped with 75 square metre wide screen capabilities whilst the ballroom foyer is ideal for pre-function events and coffee or tea breaks. Its 9-metre high ceiling, featuring an array of giant crystal chandeliers and a contemporary "cracked iceberg" design, is outfitted for flexible lighting installations to suit any event, along with dynamic LED lighting to change and enhance a room's mood at the touch of a button, and direct access elevators with the capability to accommodate a car, perfect for product launches and automotive exhibitions. Both the Yongle Grand Ballroom and the foyer boast natural daylight.

NUO Hotel Beijing's professional events team are fully in charge of every detail throughout any event, committed to exceeding expectations in delivering successful meetings and celebrations. Event organisers benefit from a dedicated events manager on standby at all occasions.

Facilities and Services

- Dedicated banquet team and custom catering service



- High-speed wired or wireless network connection
- Advanced lighting equipment
- Professional audio-visual services

NUO Spa

NUO Spa, with its nine treatment rooms, derives authentic Chinese heritage wellness treatments inspired by *"Huangdi Neijing"*, also known as the *"Yellow Emperor's Inner Canon"*, an ancient Chinese medical text which has been treated as the fundamental and most comprehensive doctrinal source for traditional Chinese medicine (TCM) for the past two millennia.

According to the Canon, the universe is controlled by natural energies such as "Yin" and "Yang", the life force "Qi" and the Five Elements (or seasonal phases). A holistic balance of these forces and energies with the changing seasons, as well as the natural effects of diet, lifestyle, emotions, environment, and age are required for a healthy lifestyle.

With the changing of the seasons, the wellness and beauty treatments at NUO Spa aim to boost the "Yang" energy during spring and summer and nourish the "Ying" energy during autumn and winter to harmonise daily energy with the breath and spirit, stimulate the senses and purify the soul.

NUO Spa's proprietary essential oils and special fragrances are custom-created exclusively for NUO Hotel Beijing, inspired by renowned traditional Chinese physician Li Shizhen's greatest contributions to Chinese pharmacology, *"Compendium of Medical Material"* and *"Syllabus of Medical Herbs"*, and extracted from high-quality natural ingredients and special herbs. Thereinto, the special massage candle after burning, pour melted oil on the skin with no scalding feeling, but to moist the skin warmly.

NUO Spa's signature treatment is the Warm Wood Signature Massage, which combines Oriental martial arts elements with a traditional Chinese healing regimen, coordinating and harmonizing the yin and yang, resulting in a relaxed, almost meditative state.

Prior to beginning the treatment, the therapist will guide the guest in a 10-minute stretching and rhythmic breathing exercise in order to warm up and relax. The therapist then deploys a wooden ash stick, very smooth, heavy and pliable, for the massage. The stick is warmed with especially formulated massage oil and used for rolling, kneading, point pressing and other massage methods, to deeply relax the muscles, and stimulate the lymphatic circulation, soothing, detoxifying and generally enhancing overall health and wellbeing.

During treatment, guests can listen to a compilation of soothing music exclusively composed for NUO Spa—"Aqua mix incense", inspired by the concept of the water section in Li Shizhen's *"Compendium of Medical Material"*. The soothing sanctuary of NUO Spa and its team of well-trained, meticulous therapists combine to create a serene lifestyle urban oasis in the heart of Beijing.



NUO Fitness

NUO Hotel Beijing offers a well-equipped recreation and wellness facility in order for guests to rejuvenate and revitalise. NUO Fitness features a variety of sleek cardiovascular and strength training fitness equipment from Technogym, a 25-metre indoor heated swimming pool, a dedicated yoga studio; within the changing facilities, guests may luxuriate in a separate steam room and sauna for ladies and for gentlemen. Membership programmes for individuals, couples and corporations are available.

Red Flag Limousines and NUO Travel

A fleet of luxury “Red Flag” H7 limousines (Hong Qi H7), supplied by NUO Travel as the hotel’s exclusive limousine service, are deployed to meet NUO Hotel Beijing’s guests’ transport needs. Guests travelling in the hotel’s Red Flag limousines can relax during their journey by browsing the internet with complimentary in-limousine iPad service and enjoying welcome tea.

First produced in 1958 and proudly “Made in China” by FAW Group Corporation, the iconic luxury sedan was synonymous with power during the era of Chairman Mao Zedong and Premier Zhou Enlai, used to transport top Chinese leaders and foreign dignitaries visiting China. In the wake of global oil shocks in the late 1970s, production of the Chinese homegrown brand was shut down in 1981 and eventually re-started in 1995. Recognising the nostalgia for its unique brand heritage, FAW has recently introduced a revamped Red Flag as a new vehicle of choice for China’s elite. The new Red Flag H7 sedan carries the same trademark sunflower emblem on the steering wheel and red flag hood ornament as their 1958 predecessor.

With NUO Travel by Beijing Tourism Group, NUO hotel guests enjoy the benefit of seamless, luxurious Chinese-style service, not only within the confines of the hotel but at every step of a traveller’s journey around the world. NUO Travel has created the NUO LIFE Global Concierge System, which involves the use of mobile internet application technology to gather global qualified service resources in providing a one-stop, full range of concierge services for NUO guests.

In addition to providing exclusive limousine and travel services for NUO hotel properties, NUO Travel’s transport and travel network cover airports in 33 cities in China and 57 overseas. NUO Travel possesses strong affiliate partnerships with the best professional service teams around the world, such as chefs, interpreters, butlers, private security, to cater to the needs of today’s discriminating global traveller. NUO Travel also provides private jet and yacht services for its guests.

Ingenuously designed as a supremely upscale travel service, it is NUO Travel’s intent to enable guests, who may have already seen it all and done it all, to discover the world again from a uniquely different perspective.

Exploring Beijing

798 Art District



Beijing's thriving contemporary artistic community that populate a series of 50-year old decommissioned military factory buildings, mostly featuring a unique Bauhaus architectural style. Located in Dashanzi, in northeastern Chaoyang District of Beijing, the 798 Art District is only 5 minutes away by car from NUO Hotel Beijing.

Summer Palace (Yiheyuan)

The Summer Palace, one of the finest examples of ancient royal garden architecture in China, is located in the northwestern Haidian suburb of Beijing, about 25 kilometres away and 35 minutes by car from NUO Hotel Beijing. Featuring Kunming Lake and Longevity Hill, amongst various attractions, the 290-hectare "Museum of Royal Gardens is a key national attraction.

The Old Summer Palace (Yuan Ming Yuan)

Not to be confused with the Summer Palace, the Old Summer Palace ruins are located to the adjacent east of the (present-day) Summer Palace. Constructed during the Qing Dynasty, this Garden was expanded to be a large-scale Chinese emperors' private pleasure garden, covering a total area of 350 hectares. Yuan Ming Yuan is about 20 kilometres away and 30 minutes by car from NUO Hotel Beijing.

Temple of Heaven

Built in 1420 during the Ming Dynasty, the Temple of Heaven, located in the southeastern Dongcheng district in Beijing, was a place of imperial ritual ceremonies of the Ming and Qing Dynasties. It was the magnificent site of the global unveiling ceremony of NUO Hotels in 2012. Temple of Heaven is about 18 kilometres away and 30 minutes by car from NUO Hotel Beijing.

Forbidden City

The Palace Museum, also known as the Forbidden City, was the imperial seat for over five centuries during the Ming and Qing Dynasties. Constructed between 1406 and 1420 in the centre of the axis of Beijing, it is the world's largest ancient palatial structure. Forbidden City is about 12 kilometres away and 20 minutes by car from NUO Hotel Beijing.

Lama Temple

Yonghe Lama Temple, in the northeast corner of downtown Beijing, has over 300 years of rich imperial and Buddhist history. It contains the largest wooden Buddha in the world. Originally used as the official residence for court eunuchs of the Ming dynasty, it was later elevated to an imperial palace for short stays away from the capital. During the Qing Dynasty, it was dedicated for use as a Lama Temple. NUO Hotel Beijing is only 20 minutes away by car.

Basic Information – NUO Hotel Beijing

Address: 2A Jiangtai Road, Chaoyang District, Beijing, China, 100016
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Email Address: info.beijing@nuohotel.com
Website: www.nuohotel.com
Opening Date: June 5, 2015
Owner: Beijing Tourism Group
General Manager: Adrian Rudin
Number of Rooms: 438
Interior Designer: Hirsch Bedner Associates (Singapore); chief designer Ian Carr
Partners: Zeng Fanzhi (art), Gao Yijing (weddings/events),
Ba Yan Ka La (NUO bed & bath accessories),
Christophe Laudamiel (scent)

Food and beverage outlets:

- Yuan (Tea House)
- Jia (Cantonese cuisine)
- N'Joy (international all-day dining)
- NUO'Ki (Japanese)
- O'Bar (wines and craft cocktails)
- U'Deli (gourmet on the go)
- Lobby Lounge (afternoon tea, coffee and pastries)

Hotel Services and Facilities:

- Meeting and banqueting facilities include 14 multi-functional rooms and the 1,600-square, pillar-free Yongle Grand Ballroom
- Executive Club Lounge
- Equipped with a sophisticated air purification system, with high performance "F8 classification recognised by the European Committee for Standardisation (CEN)
- NUO Spa and traditional Chinese medicine centre
- NUO Fitness, including lifestyle gymnasium and heated indoor swimming pool
- 2200 square metre 5th floor outdoor garden terrace with fire pit
- NUO Travel's Red Flag (Hong Qi) limousine service and NUO Life Global Concierge Service
- Dedicated hotel lifestyle concierge
- Dedicated bridal suite
- Five guestrooms designed specifically for female travellers
- NUO Signature Series—NUO Tea, NUO Music, NUO Flower, NUO Wedding, NUO Pu'er Bath Accessories

Key Notable Facts:

- Advantageously close to Beijing's 798 Art District, the Third Embassy District and the Wang Jing Hi-Tech Business Park; approximately 20 minutes by car away from the



Beijing Capital International Airport

- NUO Hotels' flagship hotel and embodiment of brand's Four pillars: Chinese, Luxury, Contemporary and Green
- Hotel as contemporary art destination showcase, with Beijing NUO Hotels Management Co., Ltd. honorary art consultant Zeng Fanzhi's four paintings and sculpture
- Design and heritage inspiration from the golden age of the Ming Dynasty
- Design "muses" from the Ming Dynasty include intellectual Zhang Dai in the hotel lobby, writer Wen Zhenheng and poet Wen Zhengming in the guestrooms, calligrapher Xu Wei in Jia, the hotel's Chinese restaurant, prince-turned-philosopher Zhu Quan in Yuan Tea House and legendary naval explorer Zheng He in N'Joy, the hotel's international all-day dining destination.
- Commitment to "low-carbon green intelligence adhering to gold-level certification standards in LEED (Leadership in Energy & Environmental Design Building Rating System) & achieving gold level pre-certification
- Farm-to-table, sourcing ingredients from NUO Green farm