

Hotel ICON Introduces "Long Xing" Above & Beyond Mooncakes

Celebrated Local Designers Craft Art for Mid-Autumn Delicacies



(July 25, 2012, Hong Kong) Hotel ICON has demonstrated a commitment to foster and promote local creative talents. For the upcoming Mid-Autumn festivities, Hotel ICON has collaborated with "Project Twelve", an initiative launched by Culture Laboratory Limited, to celebrate the twelve animal signs of the Chinese Zodiac to create the "Long Xing" Above & Beyond Mooncakes (HKD \$268/ set, containing three White Lotus Seed Mooncakes with Yolk).

Each year since 2008, "Project Twelve" has invited celebrated Asian artists and designers to create art or design using the relevant zodiac sign as a theme. To mark the year of the Dragon, "Project Twelve" commissioned award-winning designer Chelsia Lau to create a "Long Xing" dragon sculpture, which will be displayed on the 1st floor of Hotel ICON from now until 30th September. Inspired by the powerful strokes of Chinese calligraphy, Chelsia crafted a fluid design, evoking the cursive, flowing brushstrokes. At the same time, she has afforded the mythical creature with a feminine softness.

17 Science Museum Road, Tsim Sha Tsui East, Kowloon, Hong Kong 香港九龍尖沙咀東部 科學館道17號



Celebrating this creative partnership, Hotel ICON has incorporated the "Long Xing" design by Ms. Lau into the luxurious mooncake packaging and a seal design by contemporary Chinese seal artist Dr. Kenneth Ma used on top of the dragon-themed mooncakes.

To complement the mooncake set, Above & Beyond also introduces the Above & Beyond Hamper, an ideal gift to celebrate the Mid-Autumn festivities. Priced at HKD \$1,680 the hamper includes:

White Lotus Seed Mooncakes with Yolk (1box)

"HOTEL ICON" Chardonnay Australia 2010 (1 bottle)

"HOTEL ICON" Cabernet Sauvignon Australia 2011 (1 bottle)

Chinese Mushrooms (1 pack)

Homemade Cookies, Cashew Nuts, Walnuts, Chocolate (1 pack each)

Seasonal Fruits

Customers who order the "Long Xing" Above & Beyond Mooncake set or the Above & Beyond Hamper before August 30th enjoy a 15% early-bird discount, as well as discounts for bulk purchases and free delivery service. For enquiry or order, please call +852 3400 1318.

For high resolution images, please visit:

www.catchonco.com/shared/Hotel ICON Project12 mooncake.zip

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About Hotel ICON

Unlike any other, Hotel ICON is an upscale Hong Kong hotel in the heart of Tsim Sha Tsui East. Standing as a testament to Hong Kong's creative energy and vibrant arts scene, Hotel ICON showcases work from the city's celebrated designers and the world's most acclaimed architects. Offering the ultimate in comfort and committed to service excellence, Hotel ICON's 262 stylish guestrooms comprise seductive extras, including complimentary wired and Wi-Fi internet connections and an ultra-slim 40" Ultra High Definition LED TV. Located on level 9, Hotel ICON's Angsana Spa is a tranquil oasis while the harbor-facing outdoor swimming pool and fitness centre allow guests to exercise while enjoying views of Hong Kong Island's spectacular skyline. With a maximum capacity of 580 persons, Hotel ICON's grand Silverbox ballroom is the ideal venue for a celebration or theatre-style conference. Hotel ICON houses three restaurants: Above & Beyond, The Market and GREEN, providing guests with exceptional quality of the food and impeccable service. wallpaper* magazine included Hotel ICON in its 2011 list of the world's Best Business Hotels and earned a coveted spot in the Condé Nast Traveler's 'Hot Tables 2012' list.

About Chelsia Lau

Chelsia Lau is an Automotive Designer with 20 years international design experience. During her career with Ford Motor Company, she has worked in design studios around the globe including North America, Europe, and Asia. Most recently, she was named the Chief Designer, Ford Design Strategic Concepts Group.

Chelsia's artistic sense developed at an early age and was honed through extensive training in the fine arts. Her design philosophy is to imbue each design with a soul and personality that fuels the imagination, dreams and emotions. Drawing inspiration from nature to achieve unique design elements, her expression of the modern aesthetic can be experienced through the blend of speed, timelessness and sophistication of her designs.

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Chelsia's design achievements have earned her international recognition, including World's Outstanding Chinese Designer in 2006, "Top 40 World's Excellent Females" in 2011 by New York Times and U+ Weekly and "Top ten secret people who will change your world" by AutoWeek magazine.

Chelsia holds a B.S. degree with honors in Transportation Design from Art Center College of Design in Pasadena, California and a diploma in Product Design from Lee Wai Lee Technical Institute in Hong Kong.

About Culture Laboratory

Culture Laboratory Limited, sponsored by M K Lau Collection Limited, is devoted to encouraging the integration of Chinese Culture with innovative design. Launched in Hong Kong, Culture Laboratory will endeavor to explore a contemporary design style in coherent with traditional cultural ideas and innovative technology to uphold the concise cultural research and studies.