



*A Magnificent Homecoming*  
**THE PENINSULA SHANGHAI**



**T**he Hongkong and Shanghai Hotels, Limited returned to one of its two founding roots in October 2009 after a half century absence, when The Peninsula Shanghai soft opened with its frontage on the famous Bund.

The origins of the Group can be traced back to Shanghai at the turn of the century. In the 1920s and 1930s, Shanghai's golden era, HSH owned and operated four of the top hotels in China's leading port city: the Majestic, Astor House, Palace and Kalee Hotels. The Group left Shanghai in 1954 when its last business interests were disposed of; yet over the ensuing years, the vision for an eventual return was never dimmed.

The homecoming began in November 2003 when HSH, through a company owned jointly by HSH and our partner, SPG Land (Holdings) Limited, signed a framework agreement with the New Huang Pu (Group) Company Limited, then a state-owned enterprise, regarding the development of a Peninsula hotel in Shanghai's Waitanyuan area, adjacent to the old British Consulate at the northern end of



the Bund. In May 2004, a project agreement was signed to acquire the land use rights for the designated site. Five months later, in November 2004, a land grant was signed with the Shanghai Real Estate Resources Administration Bureau for the purchase of the land.



**Left:** The Peninsula arrival in style—in one of our bespoke Peninsula green Rolls-Royce Phantoms.

**Below:** The hotel stands on a splendid location with frontage on the Bund.



**Right:** An exterior view of the hotel tower.

**Below:** A full-size replica of China's first sea plane is displayed at the Rosamonde Aviation lounge, which is named after Madame Soong Ching Ling, wife of Dr. Sun Yat Sen, China's first President.



In October 2006, the building permit was obtained, thus enabling construction of the complex to begin in the same month. 15 months later, the 15-storey hotel tower was topped out in January 2008, followed by a ceremony marking the occasion which took place in April. By June 2008, the entire complex - including the retail arcade, podium level and hotel apartment tower - was topped out. With structural works completed, interior fit-out works began apace and were finished a year later, in the summer of 2009.



The total project cost is approximately RMB 3 billion, including land price and construction and development costs.

The mixed-use project, with approximately one million square feet of gross floor area, comprises a hotel, a hotel apartment tower, a retail arcade and ancillary facilities including a spa, a fitness centre, an indoor swimming pool, a hellounge and five restaurants and bars.



**Above:** "Curl", a six metre high spiral sculpture created by artists Ben Jakober and Yannick Vu.

**Left:** Calligraphy artwork by Wei Li Gang adorns the concierge desk.





The Peninsula Shanghai has 235 guestrooms, including 44 suites, created in an Art Deco style which recalls the golden age of the early part of the 20<sup>th</sup> century, when Shanghai was feted as the Paris of the East. All the rooms are spacious and finished in exquisite period details with subtle Chinese accents, conceived by Paris-based interior designer, Pierre-Yves Rochon of PYR. One of the suites, the Palace Suite, features an 11,000 square foot wraparound terrace, the largest in Shanghai. The extensive use of exotic materials such as ebony, mahogany, marble and

lacquer in the guestrooms is complemented by the latest in the Group's proprietary high technology.

Occupying various levels of the hotel are five restaurants and bars including Yi Long Court restaurant, which serves signature Cantonese cuisine and occupies an entire floor with seven private dining salons and a large dining space; the triple height Lobby Lounge; Sir Elly's Restaurant and Bar and outdoor Terrace on the top floor, which is named after the Group's founder, Sir Elly Kadoorie; Salon de Ning, a late night lounge; and the Compass Bar.

**Opposite page:** The Majestic Suite's sitting room, with a view over the Bund and Pudong.

**Above:** The lobby has become a popular gathering place for business or leisure.





**Right:** The indoor, 25 metre Romanasque swimming pool, lit by a skylight.

**Below:** Traditional Chinese tea is served at the hotel's Chinese restaurant, Yi long Court.



Complementing the guestrooms and dining options are the Rose Ballroom and five function rooms; the Rosamonde Aviation Lounge which carries a full scale replica of China's first seaplane in the 1930s; a Peninsula Spa and an indoor heated swimming pool; a Peninsula Arcade which houses 25 international luxury brands; and a fleet of bespoke Rolls-Royces and BMWs.

Housed in an adjoining tower in the complex, the 14-storey Peninsula Residences carries 39 high-end apartments overlooking either the Bund, the central courtyard or the old British Consulate Gardens.

On 18 October 2009, The Peninsula Shanghai welcomed its first guests. Five months later, on 18 March 2010, approximately 4,000 guests will attend a Gala at the hotel to celebrate the grand opening of Shanghai's latest arrival.



**Above, right:** Touches of Art Deco flair can be found throughout the hotel. Here, an elevator panel in a sunray pattern.

**Left:** 'Welcome home' - from the management and staff of The Peninsula Shanghai.