



THE LUXE MANOR
Established 2005

THE "DADA" DEBUT: A DARING FORAY INTO SURREALIST DELIGHT

The Luxe Manor Introduces a Dramatically Hip Addition to the Hong Kong Scene

On March 5, 2009, The Luxe Manor will open its doors to **Dada Bar + Lounge (Dada)**. Inspired by the Dadaism art movement of the early 20th century, Dada is a living example of contrast and imagination. For those searching for a dose of something bizarrely hip, Dada is a living, breathing ignition of the senses; daring drinks take the reigns of taste buds, inspired jazz melodies offer mesmerizing aural flavours and the gallery and **Mondo Arte - Club Miniaci (Club Miniaci)** located in Dada showcases art exhibitions captivates sights.

At Dada, nothing is quite what it seems. The signature bar and lounge was cleverly designed as homage to the Dadaist cultural movement that began during World War I and peaked soon thereafter, leading to surrealism. Dadaism is an aggressive exploration into contrast and rule-breaking: artists of this movement sought to express their destruction of traditional culture and aesthetics through the avant-garde arts. Dada's design elegantly incorporates the spirit of the movement; the space is infused with irony and a visual extravaganza of contrasting patterns, fabrics and shapes.

The cocktail menu is the brainchild of Luke Branch, Dada's head mixologist extraordinaire. Luke is renowned throughout Hong Kong for his smooth yet intoxicating concoctions. Drawing on unusual combinations using only the utmost in fine and fresh ingredients, he has creatively devised a line of deliciously delectable drinks that reinforce the Dada surrealistic adventure that is anything but ordinary.

Dada's charmed allure carries on beyond its main room into its three private rooms, each an artistic manifestation of **Heaven, Hell and Eden**. **Heaven** is an immaculate foray into the realm of a dreamlike afterlife, and leaves visitors feeling as though they have just been swept up in a divine intervention. Multiple elements create the sensation that one has come in contact with something heavenly: lush white curtains resembling the wings of angels' line two walls of the room, while the ceiling offers the illusion that angels are stepping down from above. A

luminescent swirl of white and silver dazzles on the distant mirror- an expression of the “white light” one sees when they pass on into the afterlife.

In distinct Dada manner, **Hell** was designed in stark contrast to the soft white divinity of Heaven. Dark and sensual, Hell incorporates the use of deep, smooth reds and blacks, irregularly placed long mirrors and human-sized candles. Upon stepping into this devilishly chic lair, one is first drawn to the dazzling chandelier that looms above like an explosion of rare crystals, only to realize that a fiery, lava-like flooring broils beneath their feet. With exclusive views of the open kitchen, Hell offers the luxury experience of chef’s table where guests will be able to appreciate culinary artist making their masterpieces.

Walking through the sparkling pathway, Dada redefines the ancient **Eden** with three parts artistic brilliance and one part satiric humour. At first glance, visitors almost feel as though they have just stepped outside, as the main window resembles the outside of a house and the floor is carpeted in a fresh green hue, creating the feel of literally being outside in a garden. The framing of the main section of Eden is laden with a peacock feather curtain, a dramatic introduction to a room with flower-lined walls and ceiling, a design verging on the point of becoming sweetly theatrical.

The Luxe Manor’s Dada will also be the home to **Mondo Arte - Club Miniaci (Club Miniaci)**, which will officially open in March. For those with a penchant for Italian culture and art, Club Miniaci offers both a meeting place within Dada, and a forum for cultural exchange between Italy and the rest of the world. Art appreciation, culinary appreciation class, art tour information and wine will be offered to members with a special place in their heart for culture. Club Miniaci is featured within Dada, and presently holds a range of work from contemporary Italian artists, and even etchings from famous Spanish surrealist master Salvador Dali. The gallery will be open from 2pm – 11pm, seven days a week.

Dada Bar + Lounge is located on 2/F of The Luxe Manor, at 39 Kimberley Road in Tsim Sha Tsui. Dada is open seven days a week starting from 2pm until the wee hours of the night, and their resident jazz band will play on Thursday to Saturday from 8pm – 12am.

About The Luxe Manor

The Luxe Manor is a **stylishly surrealism-inspired luxury hotel** located in Hong Kong’s Tsim Sha Tsui since 2006. Nuzzled amidst the bustling nightlife of Knutsford Terrace, The Luxe Manor boasts 153 stunning guest rooms and 6 themed suites offering a distinct feeling of adventure within Hong Kong’s urban jungle. The Luxe Manor features the esteemed **Aspasia**, an art of Italian fine dining, offering innovative and mouth-watering Italian cuisines expertly concocted by the star-rated Chef of Austrian heritage and Italian training, Chef Roland Schuller. **Dada**, the property’s bar and lounge, is creatively reminiscent of the elusive Dada art movement. The Luxe Manor features three thematic function rooms and Club Miniaci, catering to the stylish segment

of both the luxury leisure and business travelers. The Luxe Manor is managed by **GR8 Leisure Concept Ltd.**, a Hong Kong based hospitality group, and is a proud member of Small Luxury Hotels of the World. For more information, please visit www.theluxemanor.com

Note to Editors: The Luxe Manor (pronounced as Deluxe Manor) is the full and official registered name of the hotel.

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