



FOR IMMEDIATE RELEASE

Furama City Centre unveils a fresh new concept to its Lobby

SINGAPORE, 29 March 2017 – Furama City Centre celebrates the launch of its newly refurbished main and lower lobby. Furama City Centre opens its doors to all guests alike and invites them to soak in its new and fresh concept. Together with the revamped concept, Furama City Centre is anchored in the heart of Chinatown and at the fringe of the Central Business District. Here, an approximate one million guests pass through the lobby each year, forming their first impression of the hotel, and some key changes include new flooring, bright carpet inlays, a new reception and lounge area, and a new façade for Tiffany Café & Restaurant - the hotel's main restaurant. Furthermore, the new lobby is fitted with completely new lighting, enhancing the already welcoming ambiance for guests.

To enhance its guest experience, the hotel implemented the new design to the lobby alongside the brand's initiative of introducing a series of value-added services and recreational activities for its guests. Furama City Centre hopes to deliver the message of striking a balance between work and play for both the leisure and business travellers. The hotel aims for guests to be able to fully immerse themselves in experiencing and taking away a unique experience. For all guests, Furama City Centre will be more than just a hotel.

"It is truly exciting to officially unveil the newly transformed Furama City Centre. With the introduction of new public spaces, our aim is to create a memorable guest experience that is more than just a standard 4-star hotel. We want to create a great hotel with the utmost priority for our team to offer our guests an exceptional stay with us – be it for leisure or business," said Mr. Jovian Hun, Hotel Manager, Furama City Centre.

Designed by *Classroom*, the first of two phases of the renovation unveiled a brand-new look in the hotel lobby, the second phase will include unveiling a new look for guestrooms. The modern interiors creatively incorporate design elements inspired by culturally rich and colourful Chinatown. The newly-designed lounge area for guests has also been decorated with brightly coloured swan chairs, juxtaposing structured lines with colourful curves to create a modern classic look.

Crafted by designers Lisa Yun and Lee Yong Hoe when asked for the idea behind the new design concept, Lisa said, "We were trying to find a solution to the infrastructure of the lobby and to create a space with a lot of potential. We were faced with a unique situation whereby the main entrance is not on the same level as the main lobby, and we needed to extend the anticipation from the lower lobby/concierge. The colours at the concierge includes contemporary colours to create a more welcoming lobby, while timbers as wall panels create a warm atmosphere. The hotel aims at attracting a younger audience with trendier design and bright colours. Extending the colours and vibrancy from the concierge to the upper lobby, we adapted a brighter palate and changed the lightings at the main lobby to keep them more current and updated."



Furama City Centre, Singapore
60 Eu Tong Sen Street, Singapore 059804
Tel: (65) 6533 3888 Fax: (65) 6534 1489
Email: citycentre@furama.com
Website: www.furama.com



“We decided to construct a island reception counter in the centre of the lobby to activate the space around and install prominent new lightings that would create focal points yet make an elegant yet bold statement with the vibrant colours. At the lobby lounge, we see a more casual and less structured set-up, to inject a sense of cosiness,” she remarked.

Guests are encouraged to pamper themselves with a wide array of dining options, entertainment, shopping within vicinity. Inspired by the dynamic neighbourhood, the hotel infuses the use of vibrant and bold striking colours to bring out a fun and refreshing design, while up keeping the historical and heritage context. Coupled with the excellent and personalised service in the heart of the city, Furama City Centre is sure to entice travellers to make a stop at this destination. Located in a strategic and accessible location with public transportation within the neighbourhood, experience the culturally rich heritage at Chinatown, a mere 5-minutes’ walk from Furama City Centre.

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About Furama City Centre

Furama City Centre is part of Furama International Hotel’s extensive portfolio, which includes properties strategically located in bustling cities and scenic getaway locations. Furama City Centre lies in the heart of vibrant Chinatown, with a rich culture and long-standing history. Just within the vicinity, attractions, wide spectrum of dining options, entertainment and shopping are easily accessible on foot or by public transport. With the freshly refurbished lobby completed in early 2017, the four-star property is now brightly filled with vibrant colours, projecting a modern hotel in the middle of a bustling area in Singapore. The exquisite, 445-room hotel caters to leisure and business travellers, offering them the warmth and comfort in a relaxed and cosy environment. Furama City Centre is committed to creating memorable guests experience with the recent introduction of a series of initiatives and exceptional customer service.

MEDIA CONTACT:

Germaine Yap

Marketing Communications Executive

Furama City Centre

Tel: (65) 6531 5395

HP: (65) 9021 8451

Fax: (65) 6531 5382

Email: marcom.citycentre@furama.com

Website: www.furama.com/citycentre



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