



REGENT HOTELS APPOINTS BLINK TO CREATE FLAGSHIP HOTELS IN TAIWAN AND CHINA AS LEGENDARY BRAND EXPANDS REACH

"The only thing we specialise in is luxury, and the only thing our hotels have in common is the fact that they are all unique." Robert H. Burns, founder of Regent Hotels

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BANGKOK, THAILAND BLINK Design Group has been appointed by FIH Regent Group to reimagine its flagship property Regent Taipei and to introduce the company's new Regent Place brand through the creation of a new city centre hotel in the Chinese city of Xi'an.

BLINK's appointment to design these two key properties for FIH Regent Group follows the cutting edge firm's much-lauded work on the new Regent Phuket Cape Panwa and Regent Bali, the legendary hotel group's flagship resorts on Asia's pre-eminent tropical islands.

BLINK Design Group Founder and Creative Director Clint Nagata said he was honored and excited to play a continuing part in a period of rapid expansion for FIH Regent Group, which is dramatically expanding its global reach and hotel inventory.

"The latest commissions represent very different and intriguing challenges for the BLINK design team," Mr Nagata said. "This time we are focusing on urban hotels in the heart of the bustling metropolises of Taipei and Xi'an. Taipei is the busy capital of Taiwan, while Xi'an is the capital of China's Shanxi province and home of the terracotta warriors - a city steeped in antiquity.

"It is a great honor to be chosen to refresh Regent Taipei, given the provenance of the company behind this new chapter in the Regent story. We will be in the spotlight, not to mention the hot seat, but this is the kind of challenge we welcome, and thrive on."



Clint Nagata, Creative Director, BLINK Design Group is playing an important role in the aesthetics of the FIH Regent Group as it expands rapidly across Asia.

Taiwan has been an important force behind the rebirth of Regent Hotels, following the 2010 acquisition of the Regent brand by FIH Regent Group – the largest and most profitable hotel company listed on the Taiwan Stock Exchange and the owner and operator of Regent Taipei.

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Founded in 1991, FIH Regent Group has assets including the Regent Taipei and the Silks and Just Sleep hotel chains, as well as restaurants, residences and luxury serviced apartments. In June 2010, FIH Regent Group acquired the entire Regent Hotels brand, including all worldwide trademarks, licensing rights and management contracts. Perceiving China as the up-and-coming market for tourism, FIH Regent Group has also created the Regent Place brand for its chain of hotels in China, the first of which will be inaugurated in Xi'an.



Steven Pan, Chairman of the FIH Regent said that he was delighted to be once again working alongside leading Asian design powerhouse BLINK Design Group.

Regent, which has 10 existing and pipeline hotels in some of the most exciting regions of Europe, Asia, the Americas and the Middle East, is a highly-respected and pioneering luxury hospitality brand whose legacy dates back to the early 1970s and a flagship hotel in Hong Kong.

The new-look Regent Hotels also sees Robert H. Burns, the original founder of Regent International Hotels with Adrian Zeccha and Georg Rafael, return to the fold as Honorary Chairman. Mr Burns is a legendary figure of the hotel industry, famed worldwide for setting new benchmarks in luxury hospitality,

Steven Pan, Chairman of the FIH Regent, said the group is now actively pursuing a strategic global growth strategy to introduce the Regent brand in key business and leisure destinations throughout the world.

"We have worked very successfully on the first phase of our roll out with BLINK Design Group in Phuket and Bali, both of which are now open," Mr Pan said. "We are now moving into more urban destinations and I am confident Clint Nagata and his team are key partners in the overall strategy to recreate Regent Taipei as well as introduce our Regent Place brand in the historical city of Xi'an.

Regent Phuket Cape Panwa, located on a private finger of Cape Panwa on the south-eastern tip of the island, launched last December, features 70 rooms with sublime panoramic sea views and 35 pool suites a short stroll from a postcard-perfect private white sand beach.

Regent Bali, which launched last month (June 2013), and is located in the exclusive Sanur District. It features 10 acres of tropical gardens with a 200m golden beach, 94 suites, 1 beachfront Regent Villa, 25 Regent villa Residences, a spa and two premier dining options.

In 2012, BLINK won the prestigious HD Award from Hospitality Design magazine for the world's best luxury hotel design for Conrad Sanya and also picked up the Silver Asia Pacific Interior Design Award.

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Notes to Editors:

BLINK Design Group (BLINK) has reinvented the traditional service model to offer clients an integrated stay from Check In to Check Out. BLINK's fully integrated, end-to-end suite of services now spans Architecture, Interior Design and Branding. Founded by Clint Nagata in 2006 and operating out of Bangkok, Singapore, Shanghai and New Delhi, the company designs hotels, resorts, restaurants, clubs, spas, and residences for leading global brands. Believing each project is a platform to achieve something extraordinary, BLINK draws on the instincts and intelligence of its inspired team to create icons of design in the Asia-Pacific region and beyond.

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