

H12 (HK) Ltd.  
Maggie Chi  
Director of Public Relations  
Unit 03B-05, 19/F, Exchange Tower, 33 Wang Chiu Road, Kowloon Bay, Hong Kong  
+852 3468 7799  
maggie.chi@platenogroup.com  
www.h12artoflife.com



## H12 Mianyang – Art and personalized service in a Ming Dynasty heritage hotel

**1 June 2018, Hong Kong:** H12 (HK) Ltd. and Mianyang Jiangxin Island Tourism Development Co., Ltd. announce the cooperation to create a leading urban resort project, the H12 Mianyang. The H12 Mianyang is one of the major projects of the “Beautiful Island Project” in Mianyang, a unique Science and Technology city under development in the heart of China.

“We have always been excited about developing hotels in Central China. Following the signing of the H12 Long Life Valley, close to Wuhan, we are very pleased to find another perfect partner in Mianyang Jiangxin Island Tourism Development Co., Ltd., who shares our vision of art of life hotels together with ecological development and new technology here in the beautiful island in the centre of the Sichuan province. We expect to open the H12 Mianyang in Q4 2019.” says Walter Junger, Founder and CEO of H12.

Mianyang is the only “science and technology city” approved by the State Council in China, and it is also the hometown of Li Bai, a great romantic poet who is known worldwide. The “Beautiful Island Project” invested by Mianyang Jiangxin Island Tourism Development Co., Ltd., is a project located in Yongfeng Village, Santai County, which is 3.7km from the Second Ring Road of Mianyang City. It is also within the golden circle of the Chengdu-Mianyang Corridor and has obvious regional advantages. The estimated total investment of the “Beautiful Island Project” is RMB 2 billion with a planned land use of about 120 hectares. The first phase includes the Pisces Dome sci-fi world, the Minjiang fishing port, H12 Mianyang, Happy Coast and Carnival Plaza. With extensive attention and strong support from the government, the “Beautiful Island Project” has been formally incorporated into the National Tourism Administration list 2017, as well as being the major project in Sichuan Province in 2018. H12 Mianyang will consist of 60 suites and several courtyards within a 550 years old Ming Dynasty building, Close to the airport and downtown Mianyang. The hotel offers extensive meeting and conference areas, fitness center and spa, cigar bar, wine bar and a unique and authentic local restaurant with a VIP dining area. Hotel guests enjoy stunning views of the beautiful Fujiang River, as well as rolling hills and landscaped island gardens, still being able to conduct business in the Mianyang greater area.

Wang Min, the Director of Mianyang Jiangxin Island Tourism Development Co., Ltd. Says, “Beautiful Island Project” adheres to the concept of “modern science and technology as its core, and national culture as its soul”, We are committed to making this project the country's first virtual reality travel

destination and the back garden of Mianyang city. We are glad to cooperate with H12. H12 owns and operates exclusive hotels with advanced management standards. Their unique insights towards art hotels will be beneficial to the "Beautiful Island Project", creating an intimate connection between nature and the art of life. Our cooperation sets a perfect example of an East-meets-West partnership."

H12 stands for new luxury and has gained much recognition not only from our worldwide guests but from the industry itself. Walter Junger, founder and CEO of H12 commented after the signing ceremony: "In order to fulfill our brand standard, we insist on selecting partners with the same ethics. Today, I am very happy to have found our perfect complement in Mianyang Jiangxin Island Tourism Development Co., Ltd. -represented through Mr. Wang Min. His team is going to create, together with our hospitality professionals and worldwide artists, this most unique Project, profiting of the ecological resources and the humanistic environment of this enchanted 'Beautiful Island Project'."

## **H12**

H12 is a global collection of art and lifestyle hotels, that was created with the idea of putting "a bed into an art gallery". H12 works with a concept story of 12 local and international artists for each of its iconic properties to create a "Glocal" atmosphere and a stimulating experience. H12 stands for new luxury. No pompous marble lobbies and no crystal chandeliers unless hanging from a tree for a romantic dinner for two. The locations are remote and spectacular or urban and iconic. The joint venture company, H12 (HK) Ltd. was established, and its headquarter was set-up in Hong Kong. At the same time, regional offices were opened in Guangzhou, Shanghai, Berlin and Nairobi. Since then, fifteen management contracts and investment partnerships have been signed across four continents.

## **Mianyang Jiangxin Island Tourism Development Co., Ltd.**

Mianyang Jiangxin Island Tourism Development Co., Ltd. was established solely by Sichuan Shuitou Tianfu Equity Investment & Fund Management, Ltd. The company is mainly engaged in the development of science and technology cultural tourism projects, landscaping engineering services, tourism and tourist vehicle passenger transportation services, cultural and artistic exchange activities, real estate development and commercial housing sales services. The company resolutely implements the ecotourism development concept of the Provincial Tourism Bureau, and takes the first-class quality, service, facilities and management as its business objectives, and is committed to the development and construction of cultural and scientific tourism resources and tourism infrastructure.

## **The Plateno Group**

The Plateno Group is one of the most influential and innovative customer-centric company in China. The group owns 7 Days Inn hotel brand which was launched in 2005. 7 Days Inn accounted for the bulk of the revenues until 2013, when the group launched its first luxury hotels in China. In 2015, after merging with Jin jiang International Hotel Group, this partnership owns and manages over 640,000 room keys in 6000 hotels in over 300 destinations, which spans across 55 countries. Its loyalty club has over 80 million members. The group is largest hotel company in Asia and the fifth largest hotel company in the world.

In 2016, the group has set up Lifestyle Lab, the high-end brand chain that aiming to cater to the upscale guests who are seeking for diverse and exclusive hotel living experiences. Lifestyle Lab now includes H12, Ameron and Portofino.

## **Contact**

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