

Hong Kong's **HOTEL ICON**

Unlike Any Other

So much more than meets the eye

At first glance Hotel Icon might seem just like just another boutique hotel, but there is so much more to this unique hotel than meets the eye.



The Hotel Icon lobby, with multi storey atrium, living wall, cascading staircase and the large curved seating area.

Owned by the Polytechnic of Hong Kong, the hotel is a testing-ground for innovation, hospitality and technology

Situated in the stylish Tsim Sha Tsui district, this 262 room property really is the hotel of the future.

The lobby is truly inviting with a huge multi story atrium, a living wall towering high above you and a cascading staircase to the left, with a massive curved seating area in front.

Combine this with eager staff dressed by famed Hong Kong designer Barney Cheng and chilled music playing, huge retro spot lights on stands and you sense you maybe in for something special.

Once you finish your paperless check in, it's time to check out your suite. Wow is going to be your first reaction, as you open your door with a touch of your card.

The lounge in front of you doesn't have a straight line anywhere to be seen. There is a there is a huge curved work station to the left, which for some strange reason reminded me of the oval office in the White House.

Directly in front is an oversized U shaped lounge suite facing a large TV complete with internet capabilities. But the best is yet to come, the view over the Hong Kong harbour from the bedroom is quite simply breathtaking, as far as the eye can see in either direction. You really have no choice but to sit down and take it all in for a while. In fact there is a single chair in the glass corner facing the ocean, just for this purpose.

Next to the bedroom is an open plan rain shower bathroom, again with views far and wide.

After a while you notice the high spec mobile phone next to the bed, however this is no ordinary phone, it's one that lets you call anywhere in the world for FREE. You can even use it around HK as a personal free WiFi hotspot for your own device.

But wait there is more, the phone has the hotel app which lets you redeem free gifts and discounts from major stores all over HK perfect for your partner when out shopping.

Next up breakfast at 'The Market' on level 3, designed to remind you of a traditional Hong Kong market with different live cooking stations, the wide range of freshly cooked food is just mouth watering.

After breakfast it was time for an early morning swim on the pool deck before the sun got too hot. Great music, perfect weather and staff who are attentive to your every move. What better way to start the day!



The Pool Deck in the evening
over looking Hong Kong harbour

The entire
hotel is run
for **guest
satisfaction,
not profit**

Why is Hotel Icon considered the hotel model of the future?

To start with it's not owned by a huge hotel chain, but by the Polytechnic of Hong Kong who use the hotel as a testing playground. The public spaces and rooms are bigger than usual as the entire hotel is run for guest satisfaction, not profit. For example there are fantastic one off suites like the Red Room by designer Vivienne Tam.

There are amazing, large art pieces on every floor, done by the local students. There are also three rooms called the 'Rooms Of Tomorrow', these are used to test the very latest creations from the worlds best technology and interior designers.

Guest feedback from these rooms plays a big part in whether or not the products tested make to the market or not. But the real magic happens far away from public view.

Walk through an unmarked door in the lobby and suddenly it's like walking into Willy Wonker's chocolate factory. This is the university campus and there is Chinese, Western, French bakery food laboratories with students eagerly watching master chefs every move.

There is even a wine lab, and of course a student run restaurant. There is even a wing on the side of the hotel for the university professors living quarters.

By Karl Schutt

visit: hotel-icon.com



'The Market' on level 3, designed to remind you of a traditional Hong Kong market



The bedroom, with breathtaking views over Hong Kong harbour



Multi storey atrium with the living wall towering high