



Press Release

For Immediate Release

The Artful Lodger Ovolo Hotels

Announced Official Hotel Sponsor of Art Central Hong Kong

HONG KONG, Feb. 17, 2015 – Independent lifestyle hotel brand **Ovolo Hotels** have announced it will be the **Official Hotel Partner** of the inaugural **ART CENTRAL**, Hong Kong's exciting new international satellite art fair taking place on the Central Harbourfront this spring.

ART CENTRAL will feature over 75 galleries from around the world in Hong Kong's largest-ever purpose-built tent on the Central Harbourfront event space. The fair debuts 14-16 March 2015, complementing Art Basel and the growing popularity of Hong Kong Art Week, and further bolstering the city's claims as one of the world's leading art hubs.

As Official Hotel Partner, all guests staying at Ovolo Hotels five lifestyle properties during Hong Kong Art Week receive complimentary tickets to ART CENTRAL. The Group will also be hosting a selection of the fair's artists, gallerists, VIPs and organizers during the show period, serving as hip hospitality hubs through Ovolo Hotels' signature all inclusive features and casual service vibe. Other surprises are in store, to be announced via the Ovolo Hotels facebook page.

Ovolo Hotels have a strong history of supporting the local art events scene. The Group have previously sponsored popular art fairs including Hong Kong Art Gallery Week, South Island Art Day, and the original ART HK, which has the same management team behind them as ART CENTRAL.

Art itself is a key element of the Ovolo Hotels experience. Every hotel incorporates a different selection of distinctive artworks that bring out the character of each surrounding hood in subtle, creative touches. Nowhere is this seen more than the Group's newest hotel, Ovolo Southside, which features a sensational mix of sculpture, painting, graffiti and video art from emerging local and international artists.

Speaking on the sponsorship announcement, Chief Operating Officer of Ovolo Group Dirk Dalichau said "Ovolo at its core, thrives on innovation, creativity and breaking boundaries. Art is in Ovolo's blood and DNA and the desire to support artists and include art in everyone's daily life has always been a fundamental belief. Art Central, like Ovolo, are bringing something new, different and happening to our city. We wanted to get in on the ground floor and support them."

-ends-



About Ovolo Hotels

Founded by Girish Jhunjhnuwala in 2002, Ovolo has become one of Hong Kong's larger independent hotel and serviced apartment operators in little over a decade by providing business and leisure guests with the best in effortless living. The company keeps in touch with the modern traveller through award-winning interior designs, detail-driven comforts, focused all-inclusive services and cutting-edge en-suite technology, all done in a signature style. A proud Hong Kong brand, Ovolo remains a family owned and privately operated business with a charitable core. The company now runs seven hotels and serviced apartment properties in Hong Kong Island and West Kowloon and one hotel in Melbourne, Australia. With upcoming projects in Australia and others being considered across Asia, Ovolo is now taking the brand to a larger, international audience and giving more shiny happy people a chance to enjoy their bright rooms and bright ideas.

For additional information and media enquiries, please contact:

Marius Gamser

Communications Manager

marius@ovologroup.com