



*Independently minded*

MEDIA RELEASE  
4 November 2019

## **OVOLO CENTRAL JOINS SMALL LUXURY HOTELS OF THE WORLD™ AFTER MAJOR EVOLUTION PROJECT**

After a major transformation Ovolo Central joins Ovolo Woolloomooloo Sydney and Ovolo The Valley Brisbane in the Small Luxury Hotels (SLH) collection. SLH and Ovolo share many of the same philosophies celebrating individuality, quirks and characters, and ensuring consistently high standard delivered differently and effortlessly. Ovolo Central will be available to book via bespoke online booking service, Small Luxury Hotels of the World, from 1 November 2019.

The very first Ovolo, Ovolo Central originally opened in 2002 and has recently unveiled a new transformation including exterior façade, new social spaces and reception, rooms, development of brand new Radio Suite, Hong Kong's first hotel vegetarian restaurant VEDA and state-of-the-art meeting room B.I.G.

The recent transformation was a collaboration by global architecture firms, MAKE, KplusK Associates, ALT254 and Monique McIntock Interiors, which takes the hotel into the new era paying tribute to the fun and playful atmosphere of Central, and brings a fresh hospitality concept to downtown Hong Kong. Ovolo Central excites guests with an exciting new look and feel that is bursting with Ovolo personality.

The boutique designer hotel features an array of unique and edgy design elements and channels a modern, funky aesthetic replete with custom artworks, edgy fabrics and design accents riffing on the city's east-meets-west heritage.

Ovolo's effortless living ethos is no stranger at Ovolo Central with large, flat screen televisions, Apple TV, additional wall plugs in rooms and Amazon Alexa cloud-based voice service, able to assist guests with just about every command. Ovolo Central like the group's other hotels, is a home-away-from-home for those who stay.

In addition to the above, Ovolo Central's signature yet standard inclusions – breakfast, WiFi, in-room mini bar, laundry and social hour drinks make Ovolo Central the ultimate luxury design hotel experience.

This revamped boutique designer hotel also boasts an exceptional flagship food and drink offering. VEDA, Hong Kong's first vegetarian hotel restaurant spearheaded by celebrated vegetarian chef Hetty McKinnon, brings an array of plant-based dishes that burst with flavours and recently won the 2019 Foodie Fork Editors Choice Award.

Tim Alpe, Ovolo Group Hong Kong COO says 'Small Luxury Hotels seek out the little gems that offer genuine, one-of-a-kind experiences and Ovolo Central truly aligns due to its appeal to the free spirited traveller, edgy art, original design, great music and unique east-meets-west charm. Being part of SLH's specially curated selection of extraordinary hotels is a great achievement and signifies the quality of Ovolo Central's design features, enviable location and personalized service.'

Mark Wong, Vice President Asia Pacific of Small Luxury Hotels of the World said, 'We are delighted to welcome the third Ovolo property into our exclusive collection of hotels. As SLH's second member hotel in Hong Kong, the newly revamped hotel's unparalleled CBD location, modern design, high service quality and innovative vegetarian restaurant would no doubt appeal to our independently-minded members who wish to explore the central and western part of the city.'

Ovolo Central will be available to book through all Small Luxury Hotels channels including [SLH.com](https://www.slh.com). Rates start from HKD \$2200 per night based on double occupancy with complimentary breakfast, free laundry, WIFI, happy hour and free mini-bar. For more information or to make a booking via SLH visit [www.slh.com/hotels/ovolo-central](https://www.slh.com/hotels/ovolo-central) or call 1 800 219 010 (Australia) or 0800 464013 (New Zealand).

Hotel images can be downloaded [here](#).

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**Caption:** Ovolo Central, the city's most conveniently-located designer hotel on Arbutnot Road, has been transformed into a stimulating space that pays tribute to the fun and playful atmosphere of Central, and brings a fresh hospitality concept to downtown Hong Kong.



**Caption:** The ground floor and the lower floor are connected by a linear staircase, allowing additional daylight to filter in, inviting people to move easily between levels.



**Caption:** Most noteworthy is Ovolo Central's Radio Suite, designed by award-winning firm ALT-254, which spans the entire top floor of the hotel measuring 700 sq ft.





**Caption:** This revamped boutique designer hotel also boasts an exceptional flagship food and beverage offering. VEDA, Hong Kong's first vegetarian hotel restaurant spearheaded by celebrated vegetarian chef Hetty McKinnon, brings an array of plant-based dishes that burst with flavours. Served alongside the menu are an extensive list of Australian wines and an innovative cocktails menu. Designed by MAKE and KplusK Associates, VEDA offers city dwellers a stunning variety of affordable, healthy options.

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**Notes to editors:**

Ovolo Central key information:

- Standard stay inclusions for guests who book direct or through SLH:
  - Free breakfast
  - Free WiFi
  - Free Social Hour drinks daily
  - Free Mini Bar
  - Free Laundry
- Total rooms:
  - 41 (including one penthouse Radio suite)
  - Ovolo has 201 rooms in total for Hong Kong market combined between Ovolo Southside and Ovolo Central
- Hotel designed by a collaboration between global design firms ALT254 and Monique McIntock Interiors
- Restaurant designed by MAKE and KplusK Associates

**About Ovolo Group**

Ovolo Group was founded by entrepreneur, Girish Jhunjhnuwala in 2002 and has quickly become one of Hong Kong's most dynamic and largest independent owner, operator hospitality firms by providing business and leisure guests with the best in effortless living across numerous hotels and F&B outlets internationally.

The company keeps in touch with the modern traveller through award-winning interior designs, detail-driven comforts, focused value-added service like free mini bar, breakfast, Wi-Fi plus more and cutting-edge technology - all done in Ovolo's signature style. At the 2019 HM Awards, Ovolo Hotels were acknowledged for Hotel and Accommodation Excellence, receiving the accolade "Hotel Brand of the Year".

A proud Hong Kong brand, Ovolo Group remains a family-owned and privately-operated business operating four hotels and four restaurants in Hong Kong, and six hotels and five restaurants across Australia in Sydney, Melbourne, Canberra and Brisbane. Ovolo is also developing new hotels in Melbourne Australia (South Yarra and South Melbourne).

Ovolo Group has also recently launched Mojo Nomad a co-habitation concept for global nomads that combines travel, lifestyle and community at its core. Mojo Nomad's currently located in Hong Kong's Central and Aberdeen Harbour neighbourhoods and will be entering the Australian market in the near future.

**About Small Luxury Hotels of the World**

Small Luxury Hotels of the World™ (SLH) matches independently minded guests with independently spirited hotels. The diverse collection of over 500 hotels in more than 80 countries around the world includes everything from cutting edge design hotels and city centre sanctuaries to historic country mansions and remote private islands – all SLH hotels are consistently different, however, they are all united by the fact that they offer the best locations, highest quality, personalised service and a truly authentic way to discover a destination. Guests can now join INVITED, SLH's refreshed loyalty programme, to experience Small Luxuries across the collection. Reservations for any SLH hotel can be made online at [www.slh.com](http://www.slh.com) or via the iPhone and Android apps, by contacting a travel agent or calling a Small Luxury Hotels of the World reservations office; click [here](#) to view a listing by country.