

PRC-magazine

建设

Pacific Rim Construction

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Crown Wine Cellars Beijing

brings Prestige to
World-class Ultracenter

北京嘉柏物流大楼的藏酒洞天



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Left to right: Kush 222, Knight on Wyndham, V Wan Chai, Shama Wan Chai

Text: Bryan Chan

Honey, I'm Home!

亲爱的，我回家了！

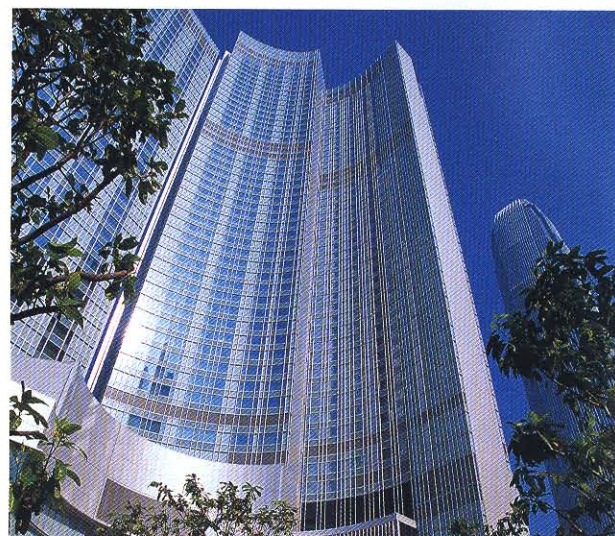
Most serviced apartments are purpose built to take care of business travellers staying in Hong Kong for short and medium term stays; too long to be comfortable in a cramped hotel room but not long enough to require a full time residence.

Serviced Apartments allow their guests to more easily integrate into their new environments, often due to the central locations in which most are to be found. Leases are generally for a minimum of one month, although some of the city's most luxurious serviced apartments are only available on a yearly basis. Most provide the business traveller all of the expected amenities, from fast internet connections and impressively large flat screen televisions, to hi fidelity audio and visual entertainments. Kitchens and bathrooms come adorned with the latest in high-end international brand name amenities and some of the city's top interior designers have spared no expense to ensure total comfort and perfect ambience. Some serviced apartments even come with private gardens or terraces allowing their guests almost complete homely comforts, while others come with international 5 Star hotel style services.

A great deal of large companies have moved into Hong Kong in recent years, or have merely expanded their current presence. While financial sector banks are an important part of the business landscape, the range of companies requiring serviced apartments for their personnel is broad, covering most sectors that operate in the territory. Many of these companies are looking for serviced apartments in the West-Mid area of Hong Kong Island and since the start of last year alone, four new serviced apartments have opened just between Wyndham Street and Hollywood Road with at least two more still in construction or under renovation. The phenomenon is obvious as the area is in between the commercial heart of the city connecting the residential and night life areas featuring many bars, clubs and high class restaurants in areas such as Lan Kwai Fong, the newly invigorated Wyndham Street and Soho, which winds its way around the Central escalator. Slightly further down the hill, Henderson Land's Centre Stage, which opened two years ago on Hollywood Road, has helped to redefine the area's appeal with its grade-A residential offering and swanky eateries.

Ideal locations, unique cultural backgrounds, convenient shopping and accessible leisure experiences add to the trend for boutique-style

serviced apartments which have become one of the hottest elements of Hong Kong's property market. Taking Central as an example, already over 15 serviced apartments have opened in the area, the biggest and most luxurious of which is SHKP's Four Seasons Place, located right next to IFC and the Airport Express. Four Seasons Place offers 5 Star amenities targeted towards the CEOs and executive management of large international corporations and those who obviously enjoy the greatest spending power. However there are plenty of other options that offer guests even more space at lower cost. Demand is rising and due to the relatively short supply, rentals have steadily increased, in Central by over 25 per cent. Indeed, realtors and serviced apartment operators we spoke to expect a continuing demand, with major emphasis on the West-Mid District of Hong Kong Island as well as West Kowloon. And with SHKP soon due to open HarbourView Place above Kowloon Station, stay tuned to PRC for an exciting expose of these world-class new apartments later in 2008.



Four Seasons Place

服务式住宅的用途多是为商务旅客提供宾至如归的舒适住宿，令他们即使身处外地工作，感觉仍有如置身家中，同时完全不用烦恼打理家务，亦更容易适应新环境。租期通常最少为一个月起，而住宅内的设备大致上一应俱全。除大部分酒店可提供的服务之外，它们在视听、家庭用品、浴室及厨房设备亦更为全面，部分更设有花园露台来满足不同需求的住客。服务式住宅的吸引力是在于它们可令租户享用两大好处：在单位里舒适享用属于自己的空间，而同时亦享受酒店式的服务态度。

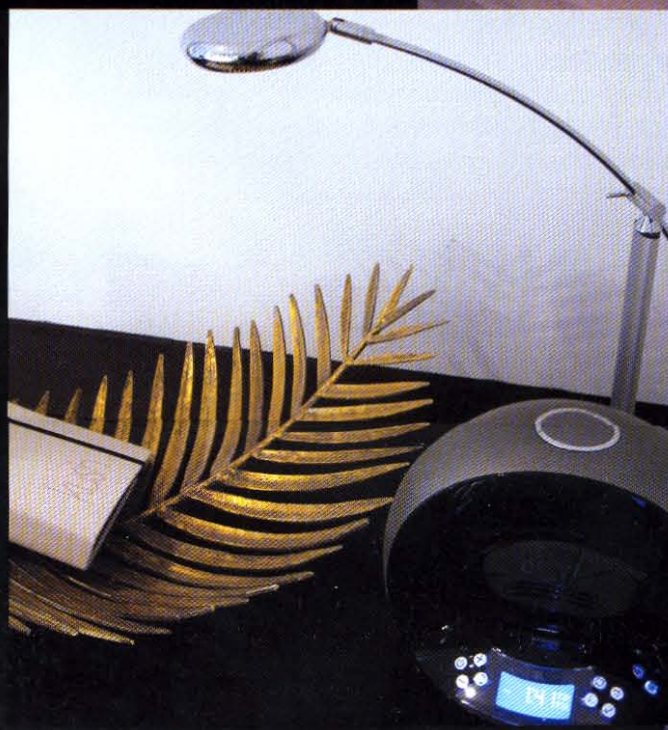
单在中环区为例，现时已有超过15幢服务式住宅，当中最大的供应是新鸿基其下的四季汇，物业毗邻国金2期及港铁香港站，目标客源除了是外资机构的驻港高级人员外，相信就是消费力极强的财经界人士。

近年不少跨国银行及商务机构来港扩展业务，他们多于中西区寻找服务式住宅作宿舍，单在云咸街至荷李活道在07至08年度新启用的服务式住宅已有4幢，而正在兴建或翻新当中的亦至少有2幢，相信在短期内可以开始正式投入服务。这个现象是因为该地段位于中环的商业及住宅的交界，附近的娱乐场所及高级餐厅栉比鳞次，如兰桂芳及苏豪区等地一直是社交活动的首选地段；而恒基的聚贤居亦在两年前在该处出售及入伙。由于位置理想、加上区内独特文化背景、玩乐购物的便利和生活质素的优越感，令这些精品型和侧重时代感的服务式住宅纷纷在该处成立。

在一项报告指出，服务式住宅需求日多，本港供应却跟不上，一年间租金大幅上升，而需求最多的中环区租金升幅更超过25%，市场预期，相信年内租金仍会有一定升幅，而未来新供应仍会以中西区为主，而大量新落成的单位亦将会在西九龙地段出现，包括新鸿基的另一瞩目之作 - 港景汇。



Kush 222



"Kush was founded by Dinesh Nihalchand, Alex Bent and the Gidwani family in 2005". Over the last 2 years they have bought three residential buildings in the West-Mid district; Des Voeux Road West, High Street and the stylish and recently opened 222 Hollywood Road. "Each of the Kush Buildings has its own personality, but with one thing in common. We wanted to retain the essence of Hong Kong", says Alex. Behind the light grey and black façade of Kush 222, guests have a choice between sultry brown or lustrous black interiors, both embodying the edgy and modern spirit of the area.

A wealth of high-tech equipment and luxury brands are fused with the best hotel-style amenities and services imaginable. Adopting responsible environmental practices, Kush have utilised eco-friendly paints, power-reducing light sensors and natural fibres over animal products, meaning that even leather has been omitted. The Kush Envy Card allows residents access and privileges to the city's best gyms, spas, restaurants and clubs. Surrounded by art and antique galleries, design studios and carpet galleries, Kush 222 is situated in the historically vibrant area of Sheung Wan. The Cat Street Gallery on the ground floor facing Hollywood Road exhibits contemporary and modern art and to match the property's black theme, Hong Kong's only Seven-Eleven convenience store featuring all black signage is located on the ground floor.

Catering to young, urban professionals, Kush seeks to provide residences of superior quality, unique interior design at distinctive locations. Kush 222 offers 48 one bedroom apartments of 650ft², from HK\$35,000 per month. More information is available at: www.kushliving.com

由 Dinesh Nihalchand 和 Alex Bent 联手创办及管理的 Kush 成立于2005年; 在过去的两年, 公司已在中西区发展了三个项目, 分别在德辅道西、高街以及最新在荷李活道222号落成的服务式住宅。

Alex 指出:「每一幢 Kush 建筑物都有其独特个性, 然其共同特点就是保留了一点香港的神髓。」

Kush 222 的外墙以浅灰及黑色为基调, 内部装修则以鲜明的棕色及黑色为主, 设计概念与区内那股时尚及前卫的格调不谋而合。大楼采用了大量高科技设施, 并且提供酒店式的服务及舒式的环境, 更为住客特设 Kush Envy Card, 让他们尊享城中最佳的健身中心、水疗中心、餐厅及会所等设施服务。此外, 公司常着重环保, 例如使用了环保油漆、灯光感应器以减低耗电量, 并且选用百份百天然无动物产品等, 足见他们在提供优质环境及服务之余, 亦能顾及环保这重要课题。

毗邻多间艺术古董收藏店及设计工作室, Kush 222 位处中环最具历史风貌的地带, 地下开设了 The Cat Street Gallery, 展示来自世界各地当代及现代艺术家的作品, 外型上加添了艺术感。为保持大楼外墙色调及设计一致性, 设在大楼另一面的7-11便利店也是换上了黑色的底色招牌。

Kush 222 提供了48间, 每间650平方尺的一房单位, 一梯两伙的设计, 月租为港币35,000起; 主要吸纳对象为讲究生活及比较活跃好动的专业人士, 并塑造成一个优质及时尚的居住环境。