

W CHENGDU 成都W酒店

May, 2020

2020年5月



ROOTS

BORN FROM THE
CHAOS AND
CULTURE OF NYC

W酒店品牌源于
纽约的繁华喧嚣
和多元文化



A LENS OF LIMITLESS POSSIBILITIES

纽约客相信
世界充满机遇
与可能



BOLDLY COLORING OUTSIDE THE LINES OF LUXURY

W酒店大胆超越
奢华的固有边界，
颠覆传统奢华酒店
的理念与体验



OUR MISSION
IS TO FUEL
LUST FOR LIFE

燃情人生
活力无限



CHENGDU OVERVIEW

成都概况



CHENGDU, CAN DO.

成都，都成。

Chengdu is the provincial capital of Sichuan province in Southwest China, as well as a major city in Western China. The administrative area houses 16 millions inhabitants. Its total area is 14,335 Sq. km. The city has become a popular tourist destination in Southwest China for global industries, capital and human talent.

成都，别称“蓉城、锦城”，是四川省省会，是西部地区重要的中心城市。2018年，全市下辖20个区（市）县和高新区、天府新区成都直管区，面积14335平方公里，常住人口1633万人，GDP15342.77亿元。

It is now one of the most important economic, financial, commercial, cultural, transportation, and communication centres in Western China. Chengdu also hosts many international companies and 14 consulates. 285 of Fortune 500 enterprises has set up branches in Chengdu.

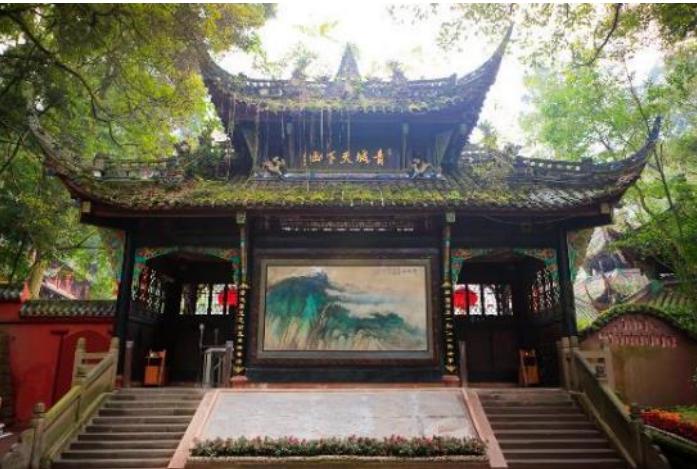
成都作为西部战区机关驻地，国务院确定的国家重要高新技术产业基地、商贸物流中心和综合交通枢纽，全球重要的电子信息产业基地，有国家级科研机构30家，国家级研发平台67个；14个国家领事馆，285家世界500强企业。



CITY CULTURE 景点文化



Chengdu Research Base of Giant Panda Breeding
成都熊猫基地



Mount Qingcheng
青城山



Du Fu Thatched Cottage
杜甫草堂



Chunxi Road and Taikoo Li
春熙路及太古里



Sanxingdui Museum
三星堆博物馆



Sichuan Opera – Face Changing
川剧变脸



Sichuan Hotpot
四川火锅



Kungfu Tea
功夫茶

CONTEXTUAL INSIGHTS

PHYSICAL

Chengdu is situated in the middle of Sichuan Province, and belongs to inland zone. At the bottom of Sichuan basin is the eastern part of Chengdu, forming the heartland of Chengdu plain where the land is profound and fertile with favorable topographic and climate features – giving Chengdu the title ‘Land of Abundance’.

HISTORICAL

As far back as Tang Dynasty, Emperors have brought large groups of poets, painters, artists of many trades into the city. With an open-mind and gradually developing into a modern city of sophistication, over time Chengdu developed its own opera, painting, cuisine, all of which contributed to the formation of it's culture. Notably ‘Bian Lian’ face changing opera is synonymous with Chengdu.

SOCIAL

Chengdu is a city covered by rivers and wondrous natural landscapes with flowers blooming all year round. It's been praised in the past as Oriental Paris. Chengdu people are relaxed and tend to a leisure oriented lifestyle. They maintain the gentler rhythms of life which incorporates visits to tea houses and games of mah-jong as part of the daily flow. Propelled by Chengdu women's enthusiastic for beauty, many with disposable income flock into this prosperous market. Locals are notorious to have high acceptance and inclusiveness of diverse design and elements.

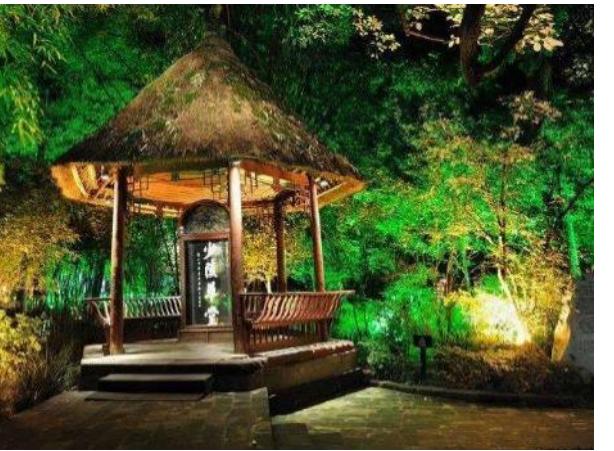
PHYSICAL



HISTORICAL



SOCIAL



城市特征

地理

成都位于四川省中部盆地，属内陆地区。成都平原的中心地带土地肥沃，地形和气候条件优越，成都被称为“天府之国”。

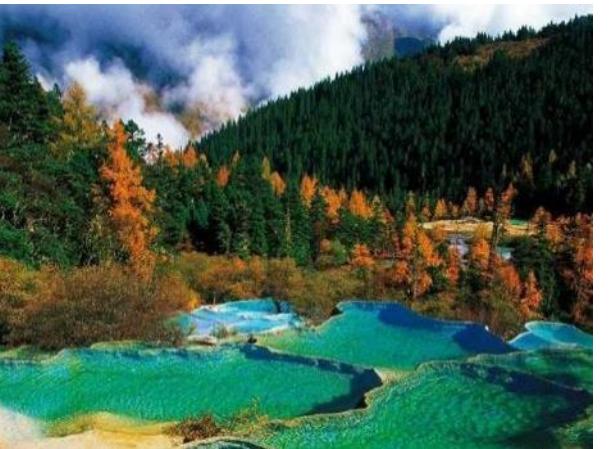
历史

自唐代起历代皇帝就把大批诗人、画家、各行各业的艺术家带进了这座城市。随着时间的推移，成都发展出了自己的戏剧、绘画和美食，这些都对成都文化的形成做出了贡献，其中“变脸”尤为出色。

社交

成都是一座遍地河流和美丽的自然景观的城市，四季鲜花常盛，被誉为东方巴黎。成都人很放松，倾向于以休闲为导向的生活方式。生活节奏温和，茶馆和麻将将是日常生活的一部分。城市繁荣，成都女性对美尤为推崇。当地人对独特设计和元素有着很高的接受度和包容性。

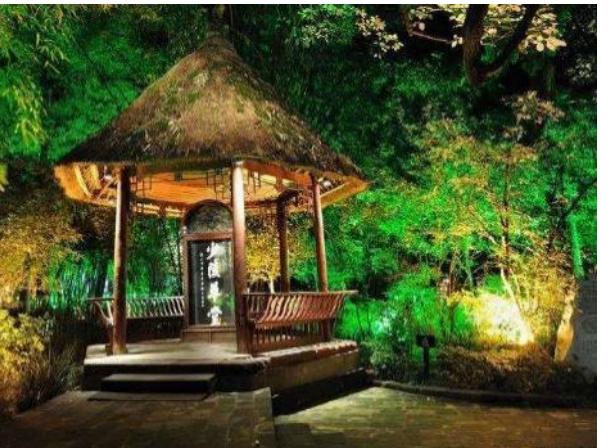
地理



历史

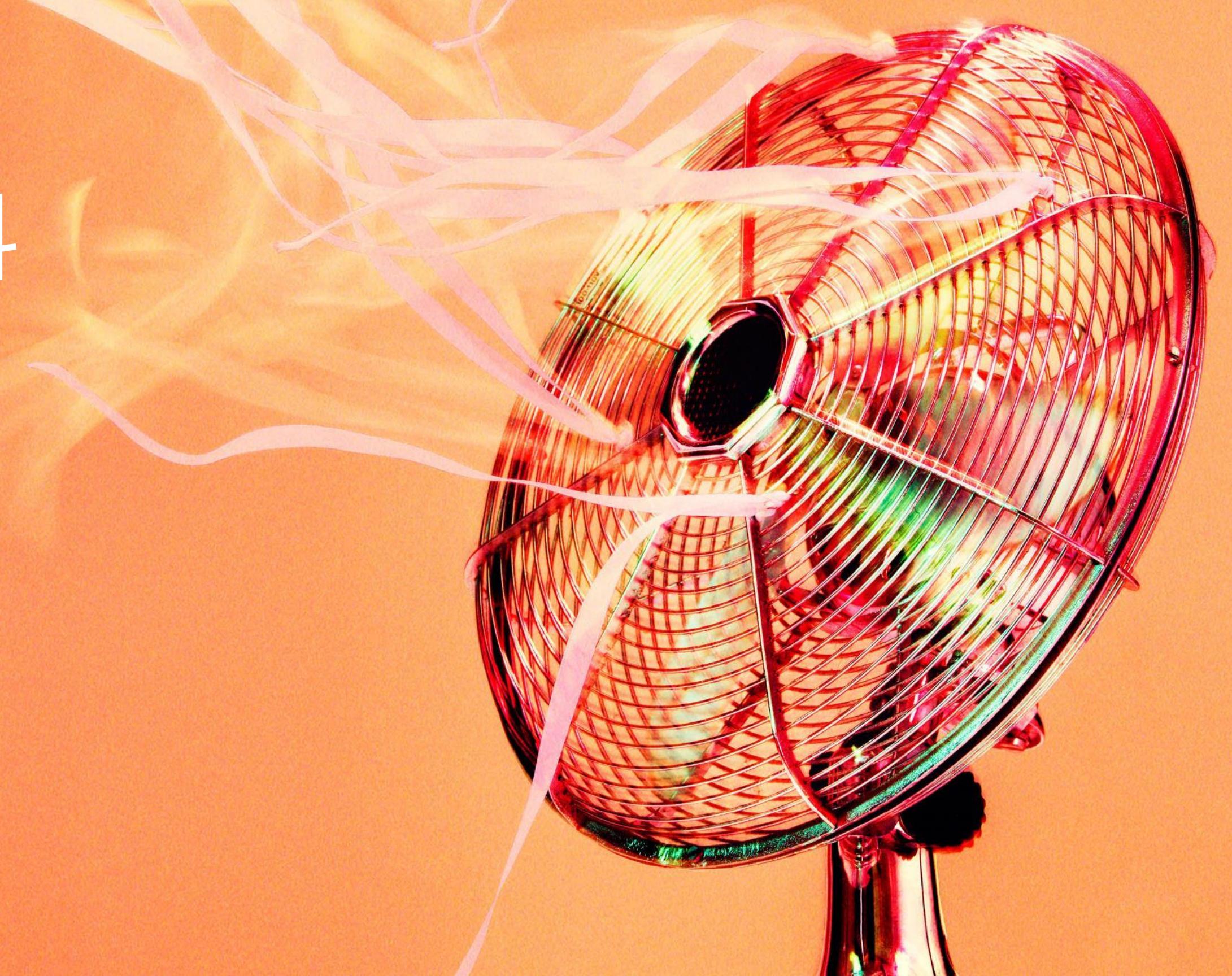


社交



HOTEL FACTS

酒店资料



W CHENGDU 成都W酒店

W CHENGDU 成都W酒店

300 Jiaozi Avenue / Chengdu, 610000
成都市交子大道300号

DESIGN 设计公司

- Glyph Design Studio
- SUPER POTATO
- STRICKLAND

HOTEL TYPE 酒店风格

URBAN 都市

MARSHA CODE 酒店编码

CTUWH

ROOMS 酒店客房

297 ROOMS 297间客房
33 FANTASTIC SUITES 33间奇幻套房
2 WOW SUITES 2间惊喜套房
1 EWOW SUITE 1间超惊喜套房

B&F OUTLETS 饮食场所

YAO YEN 邀艳中餐厅
LIVING ROOM 潮堂
ZING 型乐
SPARK 燎屋顶酒吧

MEETING FACILITIES 会议设施

GREAT ROOM - 1,200 SQM 宴会厅(1200平米)
STUDIOS 会议室
STRATEGY 商情会议室
WED ROOM W婚礼堂
PLAY LOUNGE 耍屋

RECREATION FACILITIES 康体设施

AWAY SPA AWAY水疗中心
FIT 有型健身中心
WET 碧波泳池

300 JIAOZI AVENUE

交子大道300号

W Chengdu is ideally located in the Central Business District of Chengdu's Gaoxin District, next to U Fun Plaza .

成都W酒店位于成都市高新区中心商务区域，毗邻悠方购物中心。

- Chengdu Shuangliu International Airport, 10km / 25mins drive
成都双流国际机场，10公里，25分钟车程
- Chengdu East Railway Station, 10km / 30mins drive
成都东站，10公里，30分钟车程
- Tianfu Square, 8km / 30mins drive
天府广场，8公里，30分钟车程
- Chengdu Research Base of Giant Panda Breeding, 20km / 50mins drive
成都大熊猫基地，20公里，50分钟车程
- Financial City Metro Station / Jiaozi Avenue Metro Station, 5mins walk
金融城地铁站 / 交子大道地铁站，步行5分钟
- Chengdu Tianfu International Airport, 55km / 50mins (Opening in 2020)
成都天府国际机场，55公里，50分钟车程 (2020年投入使用)



**WE SHARE OUR GUESTS'
PASSIONS, PROVIDING
INSIDER ACCESS TO
WHAT'S NEW AND NEXT**

我们与宾客激情同享，让他们
能随时洞悉最新、最热的城中
潮流趋势

DESIGN 设计
MUSIC 音乐
FASHION 时尚
FUEL 活力

DESIGN

设计

COVET
LOVE IT
SHARE IT

渴望
喜爱
分享



DU' TITUDE

都·姿态

The design concept of Du'titude' render the progressive, full beam yet super chilled citizens of Chengdu.

Gradually through the process it has evolved into the core of the design motto.

- Set stage of all the actions, paying homage to the rich cultural attributes of Sichuan, punctuated with twisted patterns of broches and masks, all interwoven to allure those seeking cultivated taste and into Chengdu state of mind...

A Sichuan Opera Proverb:

"Found on earth, can be found in Opera,
Whatever exist, exist from nothing"



DU' TITUDE

“都·姿态”的设计理念展现了成都市民的积极上进，活力四射。

设计循序渐进突出此格言的核心。

——贯穿所有区域，向四川丰富的文化属性致敬，穿插着别致的胸花和面具图案，相辅相融，吸引着高雅品味的人，感受成都心境……

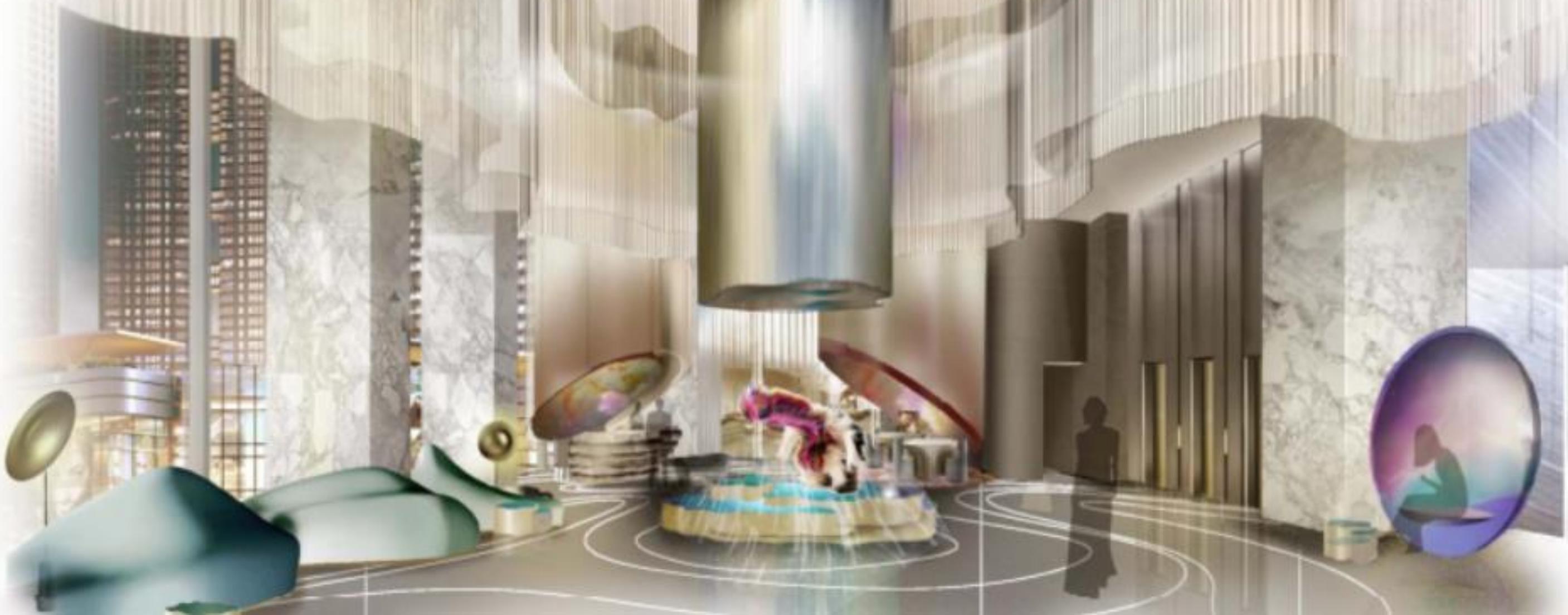
川剧谚语：
“世上有，戏上有，有的也有，没有的也有！”



LIVING ROOM

LIVING ROOM

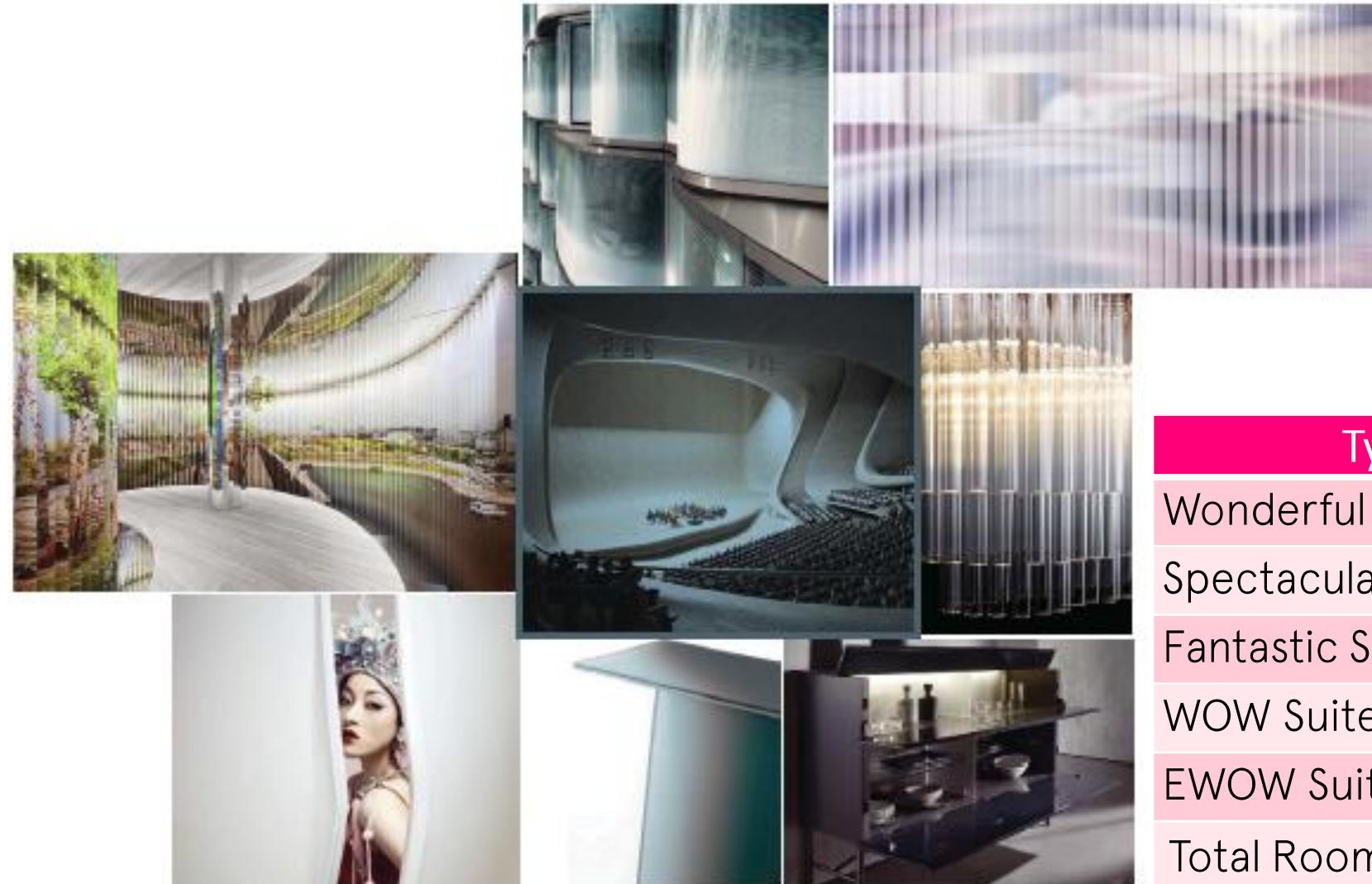
潮堂



WHAT A ROOM



ROOMS & SUITES 客房及套房



Type 房型	No. Rooms 数量	Size 面积
Wonderful Room 奇妙客房	108	48m ²
Spectacular Room 壮美客房	153	48m ²
Fantastic Suite 奇幻套房	33	98m ²
WOW Suite 惊喜套房	2	120m ²
EWOW Suite 超惊喜套房	1	368m ²
Total Rooms 总数量	297	

WONDERFUL ROOM 奇妙客房



GUEST ROOMS

SPECTACULAR ROOM 壮美客房



WOW SUITE 惊喜套房



EWOW SUITE 超惊喜套房



EWOW SUITE 超惊喜套房



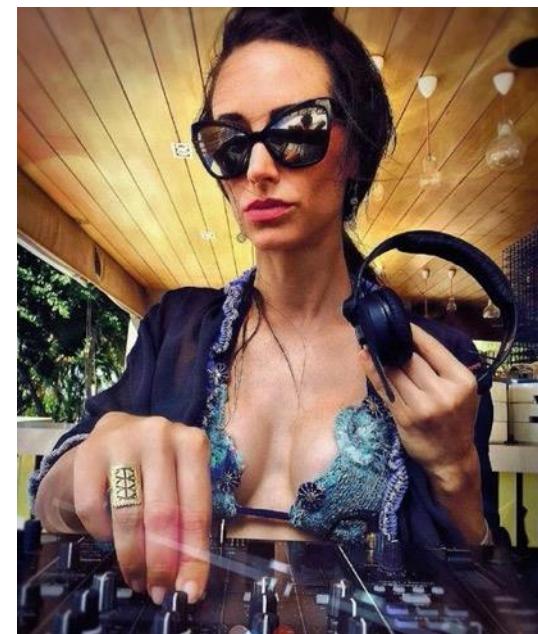
PASSION POINTS

MUSIC

音乐

MIX
PLAY
REMIX

混音
播放
再混音



BEVERAGE AND FOOD

饮食场所

Fuels the social energy throughout the entire hotel.

为酒店注入社交活力。

- 1F YAO YEN 邀艳中餐厅
- 2F Living Room 潮堂
- 3F Zing 型乐
- 28F Spark 燎 屋顶酒吧



SPARK 燎 屋顶酒吧

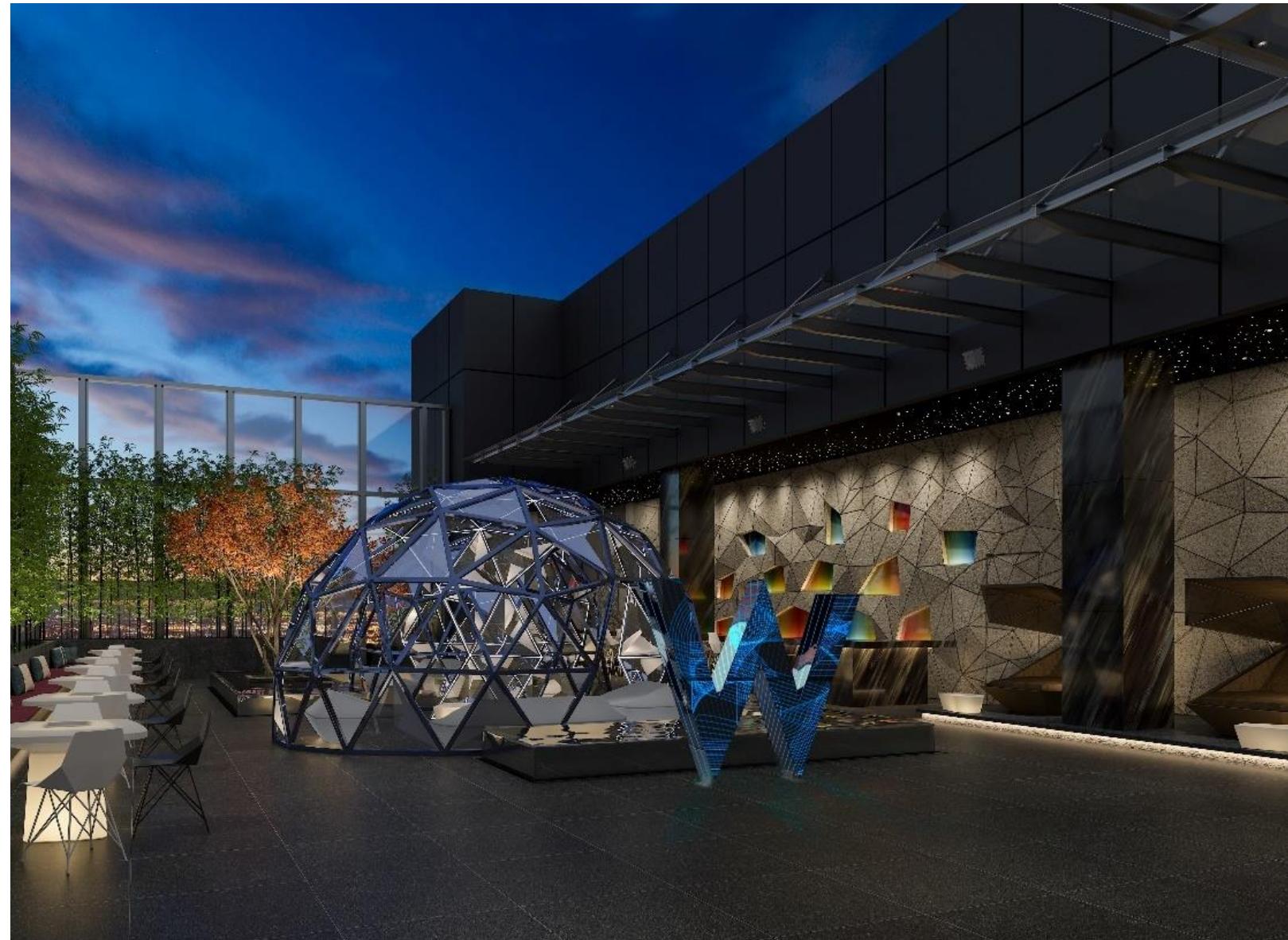
Destination rooftop bar with open spaces in Chengdu where party people meet, flirt and to party all night long

必须有的体验，开放式空间让成都喜欢夜生活的人相聚，燎起夜晚的欲望

- Iconic indoor & outdoor spaces inspired by astrology and nature
灵感源自星象及自然的标志性室内和室外空间
- Spectacular and immersive staging, lighting and sound features
壮观的沉浸式舞台布置及灯光和声效
- Stylish female DJ & International Top 100 guest DJs / artists
时尚个性女DJ和国际前100名DJ / 艺术家
- Japanese & Korean inspired contemporary bar sharing bites – Yakitoris
东亚风情串烧
- Shared X large premium meat cut & iconic seafood tower
超大优质肉类拼盘和创意海鲜塔

28F, 202 Seats with exterior

28楼， 202座含户外



IGNITE THE GALAXY



LIVING ROOM

潮堂

A lounge where music meets fashion and design is at every angle

人来人往音乐不间歇，将潮流散播各地

- Mixology evolution - next level of creative cocktails using authentic local flavors
鸡尾酒演变-创意鸡尾酒配以地方风味
- The place to be seen for the most glamorous & fashion forward afternoon tea in town
城中最为迷人且时尚前卫的下午茶之地
- As the sun sets living room W music curator + resident DJ's takeover
夕阳西下的W音乐馆长及驻场DJ将潮堂氛围推到高潮
- Large open space with nature sunlight , outdoor city breeze patio
宽敞的户外空间，自然采光，室外的城市微风露台
- The good design award of the Chicago Athenaeum & RedDot design award silverware by Pininfarina, exclusive usage in Sichuan
由Pininfarina提供的获得芝加哥雅典娜博物馆优秀设计奖和红点设计奖的银器，四川独家使用

2F, 113 Seats

2楼， 113座



ZING

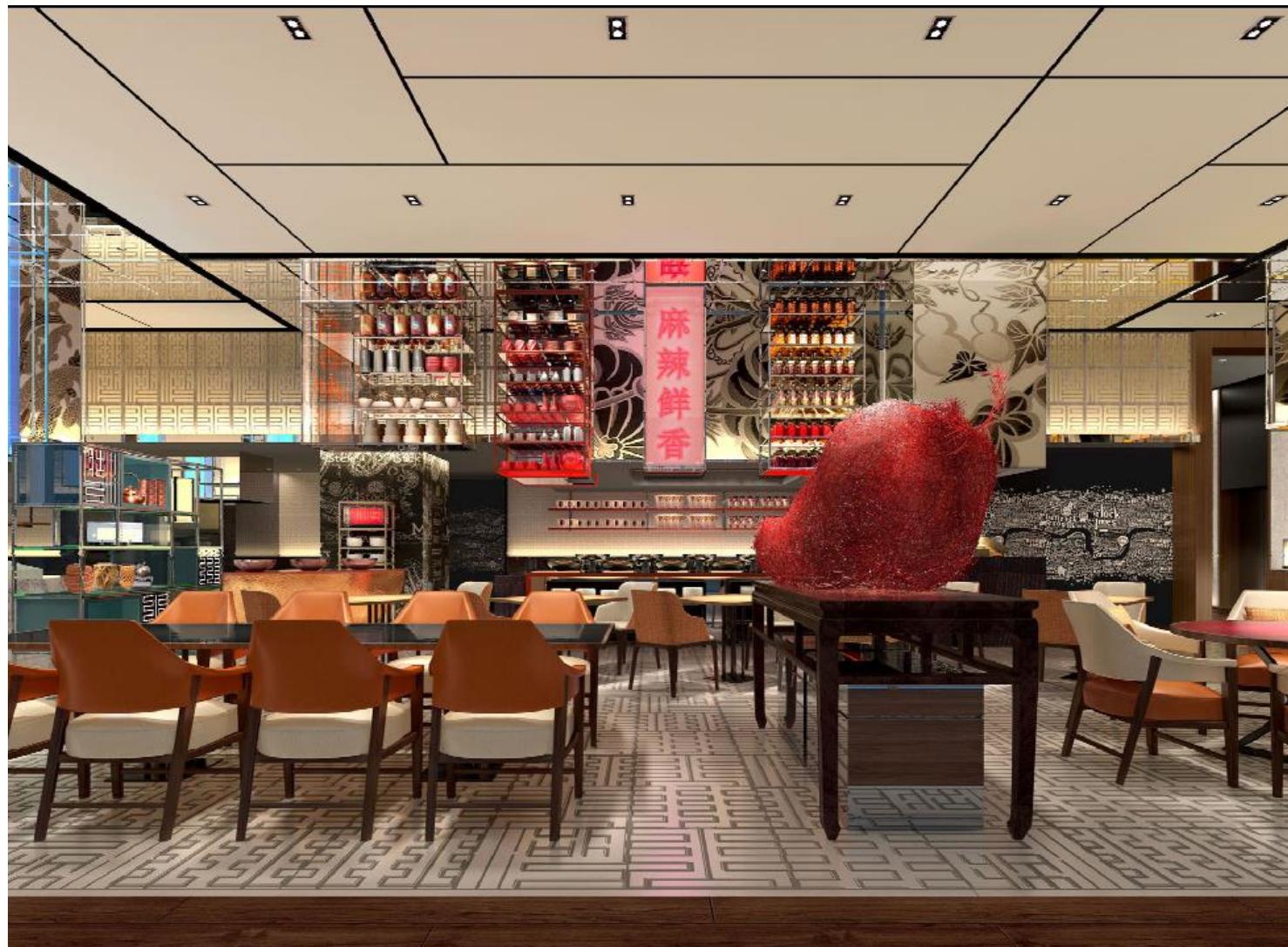
型乐

A Modern Southeast Asian Bistro focusing on fresh premium produce and craftsmanship
 专注匠人精神以及生鲜食材的摩登东南亚餐酒馆

- Chef Thim's innovative yet simple fusion of flavors from Sichuan and South East Asia, presented in a contemporary way
- 厨艺总监Thim现代方式呈现的创新而简单的融合来自四川和东南亚的风味美食
- Interactive open kitchens/stations, selected dishes served tableside by the Chef
- 互动开放式厨房/空间，精选菜式由厨师为您端上餐桌
- South East Asian inspired daily amuse bouche brought to the table
- 受到东南亚的启发日常美点
- W Chengdu exclusive craft beer
- 成都W酒店独家酿造啤酒
- Wide selection of wines by the glass
- 丰富葡萄酒选择

3F, 153 Seats

3楼, 153座



YAO YEN

邀艳中餐厅

Simplistic Sophistication: The next evolution of Cantonese dining

简洁高雅：粤菜的升华

- Award-winning original ShunDe Cantonese Executive Chef
享誉盛名的顺德籍粤菜行政总厨
- Contemporary tasting dim sum menu
风尚点心菜单
- Yao Yen signature Cantonese roasted duck from the live kitchen duck oven
招牌现场烹煮粤式烧鸭
- Three interactive show kitchens
三个互动展示厨房

1F, 110 Seat, 3 PDR

1楼，110座，3间包房

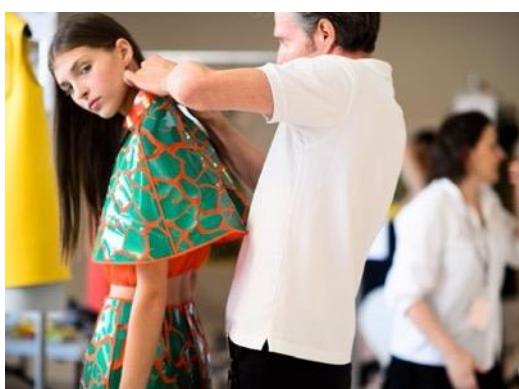


FASHION

时尚

SHOW UP
SHOW OFF
SHOW STOP

出席活动
尽情展现
惊艳全场



MEETING FACILITIES

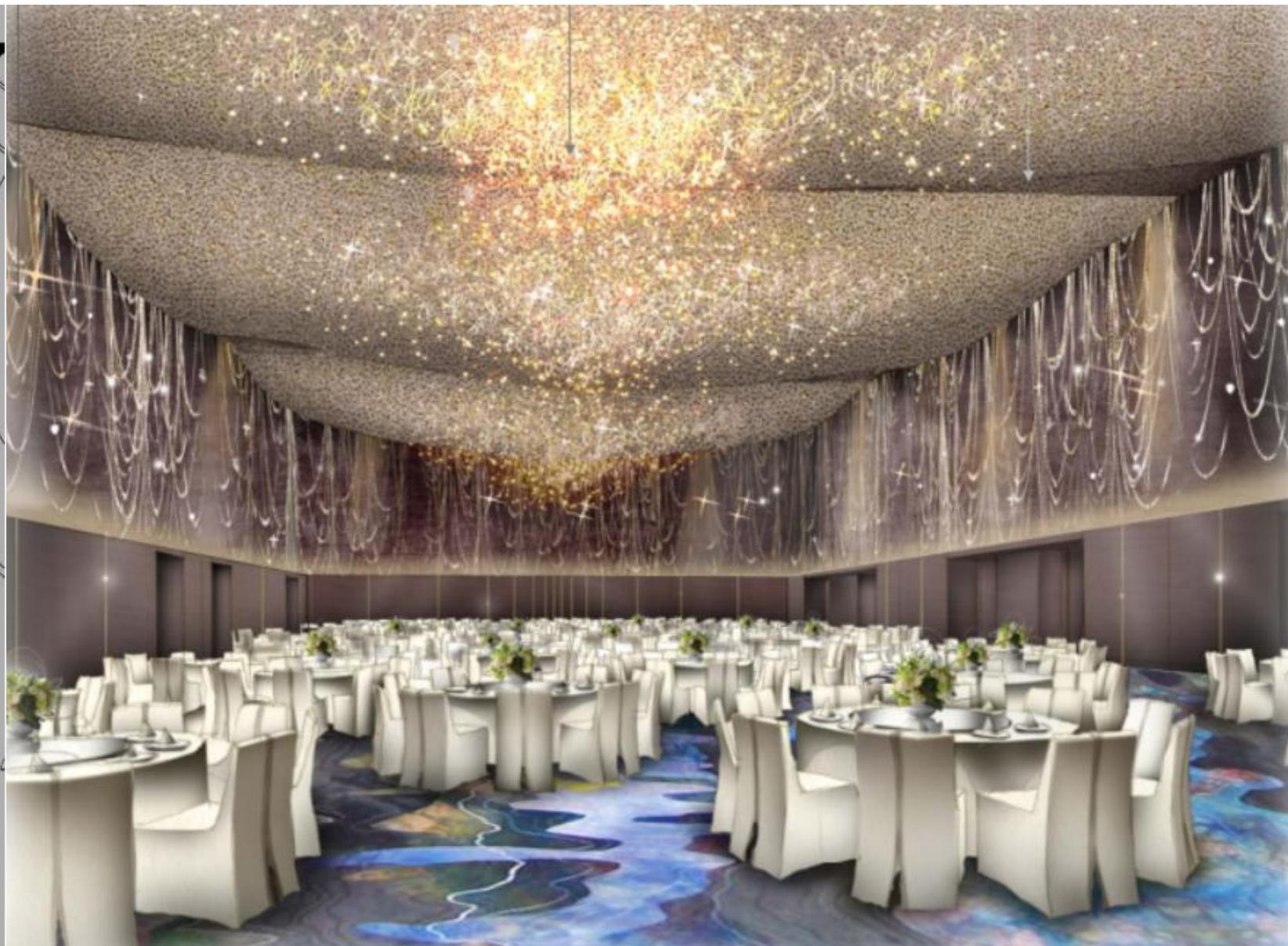
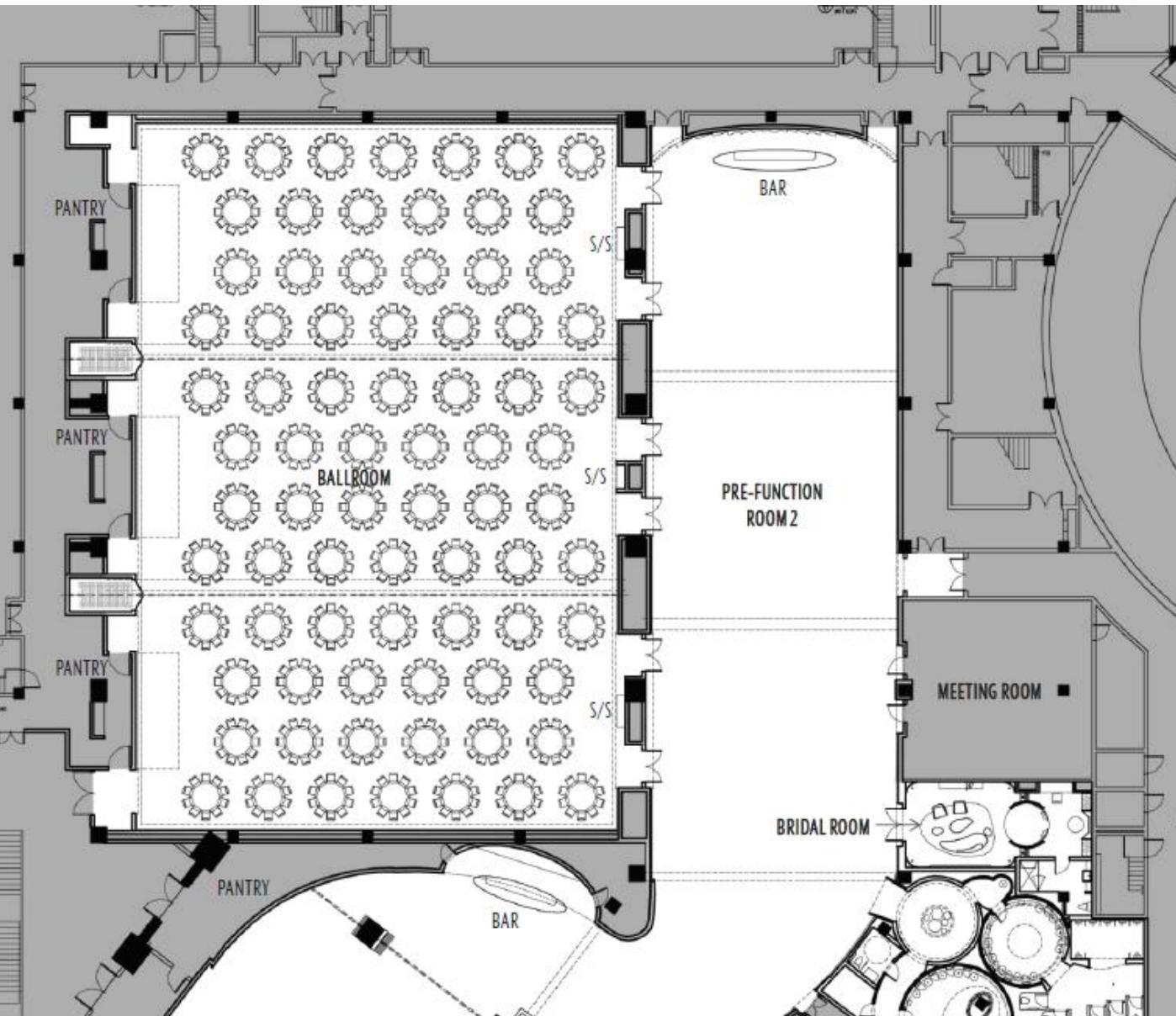
会议设施

More than 2,600 sqm of event space.
逾2,600平方的会议空间。

- 1 Great Room – 1,200 sqm pillar-less
1间无柱宴会厅 – 1,200平方
- 5 Studios
5间会议室
- 1 Strategy
1间商情会议室
- 1 Wed Room
1间W婚礼堂



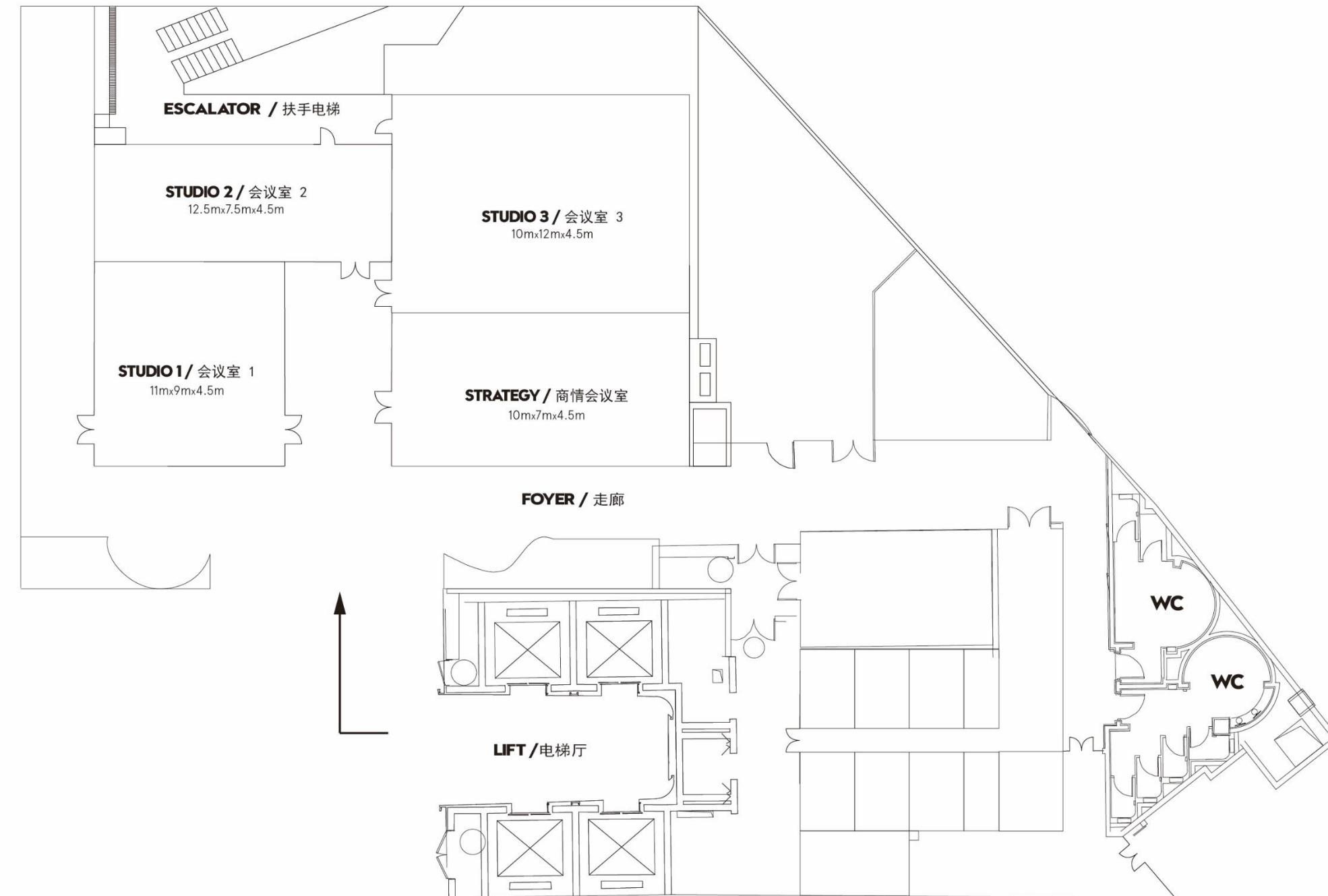
GREAT ROOM 宴会厅



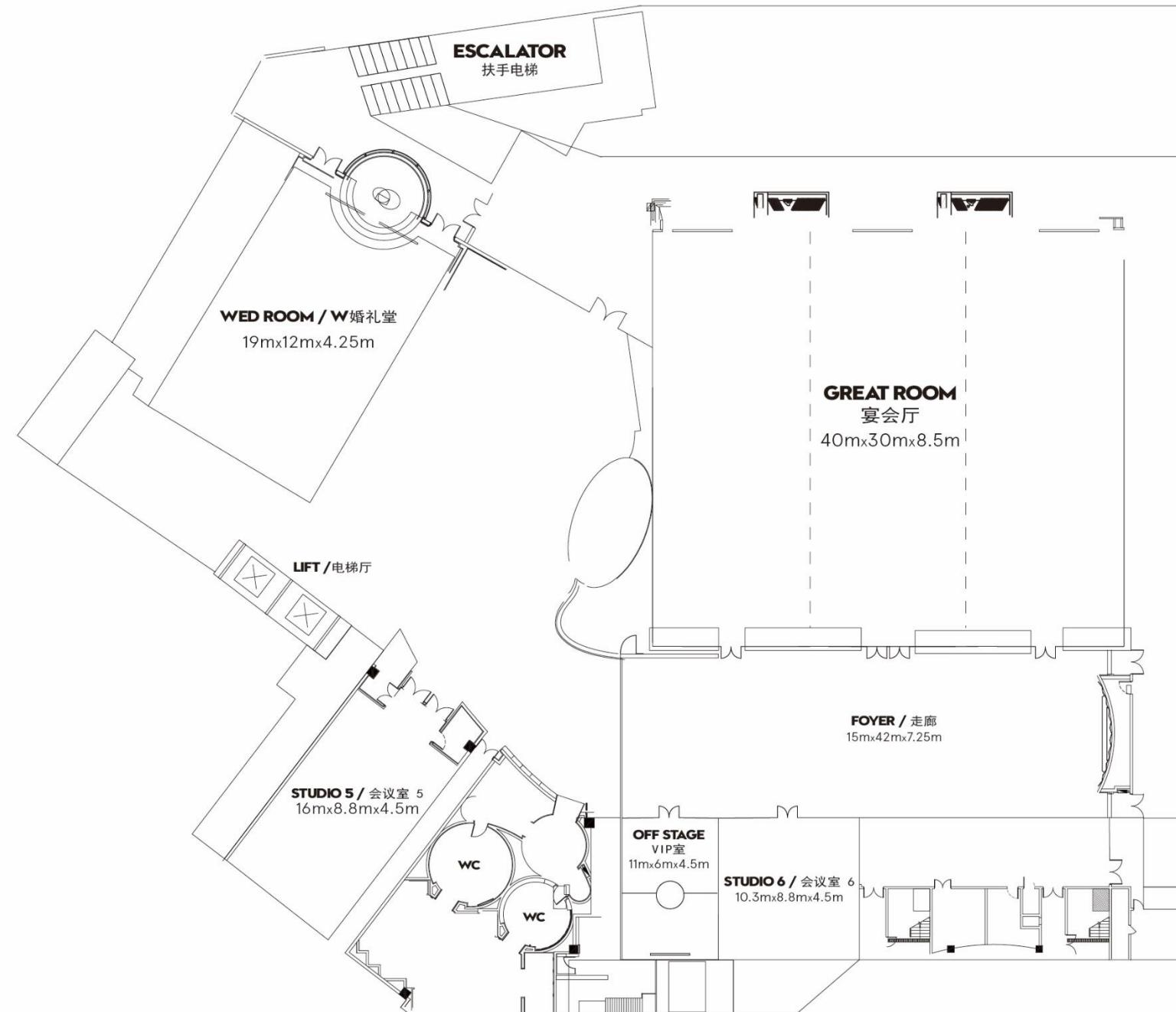
STUDIOS 会议室



B1 FLOOR PLAN B1层平面图



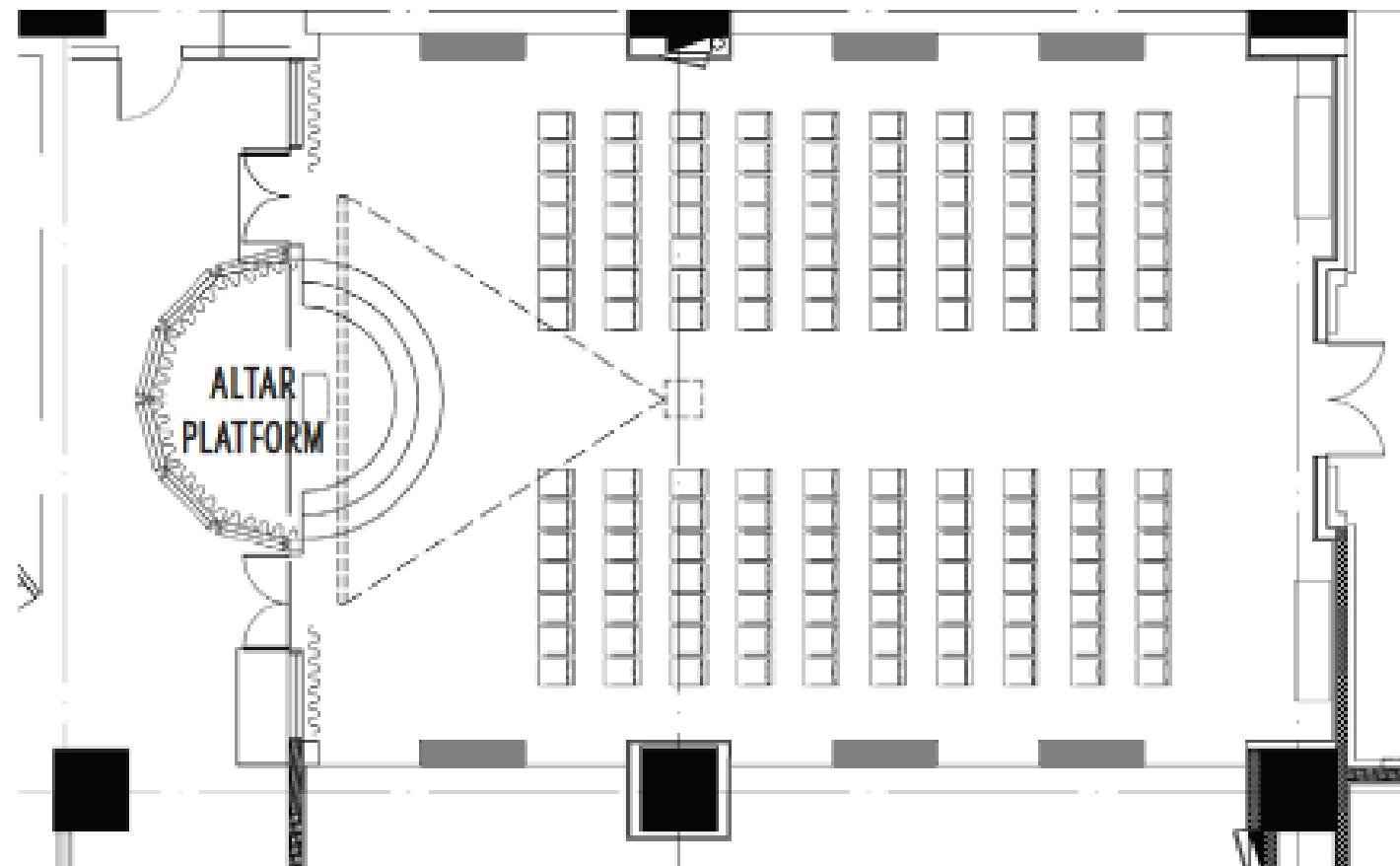
B2 FLOOR PLAN B2层平面图



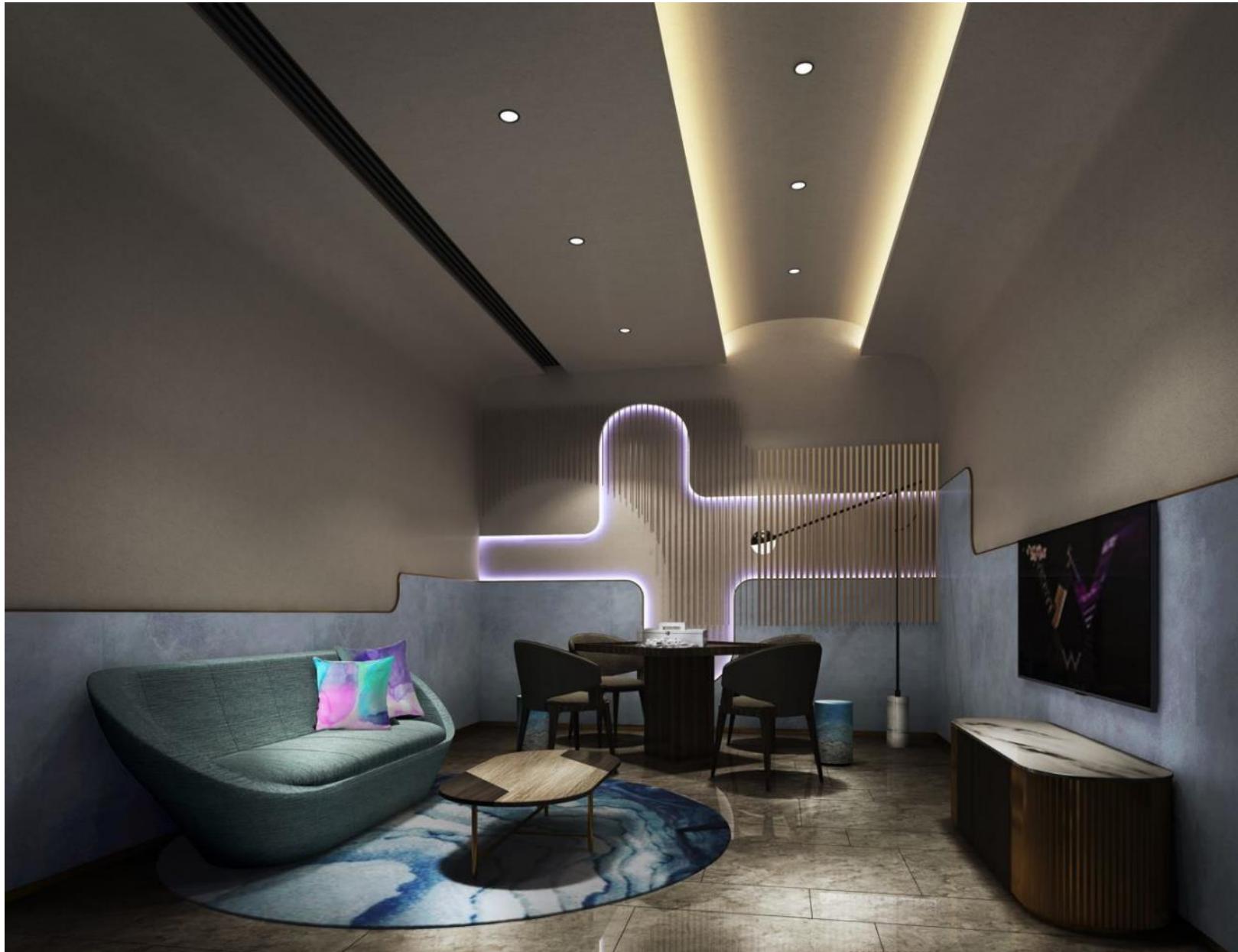
MEETING CAPACITY 会议设施

VENUE 场地	SIZE 尺寸 (m ²)	DIMENSION 测量	CAPACITY 人数				
			BANQUET 宴会	RECEPTION 鸡尾酒	SCHOOL 课桌	THEATER 剧院	U-SHAPE U型
L x W x H 长 x 宽 x 高							
Great Room 宴会厅	1200	40 x 30 x 8.5	650	1000	800	1200	500
Strategy 商情会议室	70	10 x 7 x 4.5	N/A	N/A	N/A	N/A	12
Studio 会议室 1	99	11 x 9 x 4.5	N/A	N/A	N/A	30	N/A
Studio 会议室 2	90	12.5 x 7.5 x 4.5	60	90	60	90	30
Studio 会议室 3	120	10 x 12 x 4.5	90	120	90	120	50
Studio 会议室 5	141	16 x 8.8 x 4.5	100	140	100	140	60
Studio 会议室 6	91	10.3 x 8.8 x 4.5	60	90	60	90	30
Wed Room W 婚礼堂	228	19 x 12 x 4.25	80	200	80	200	100

WED ROOM W 婚礼堂



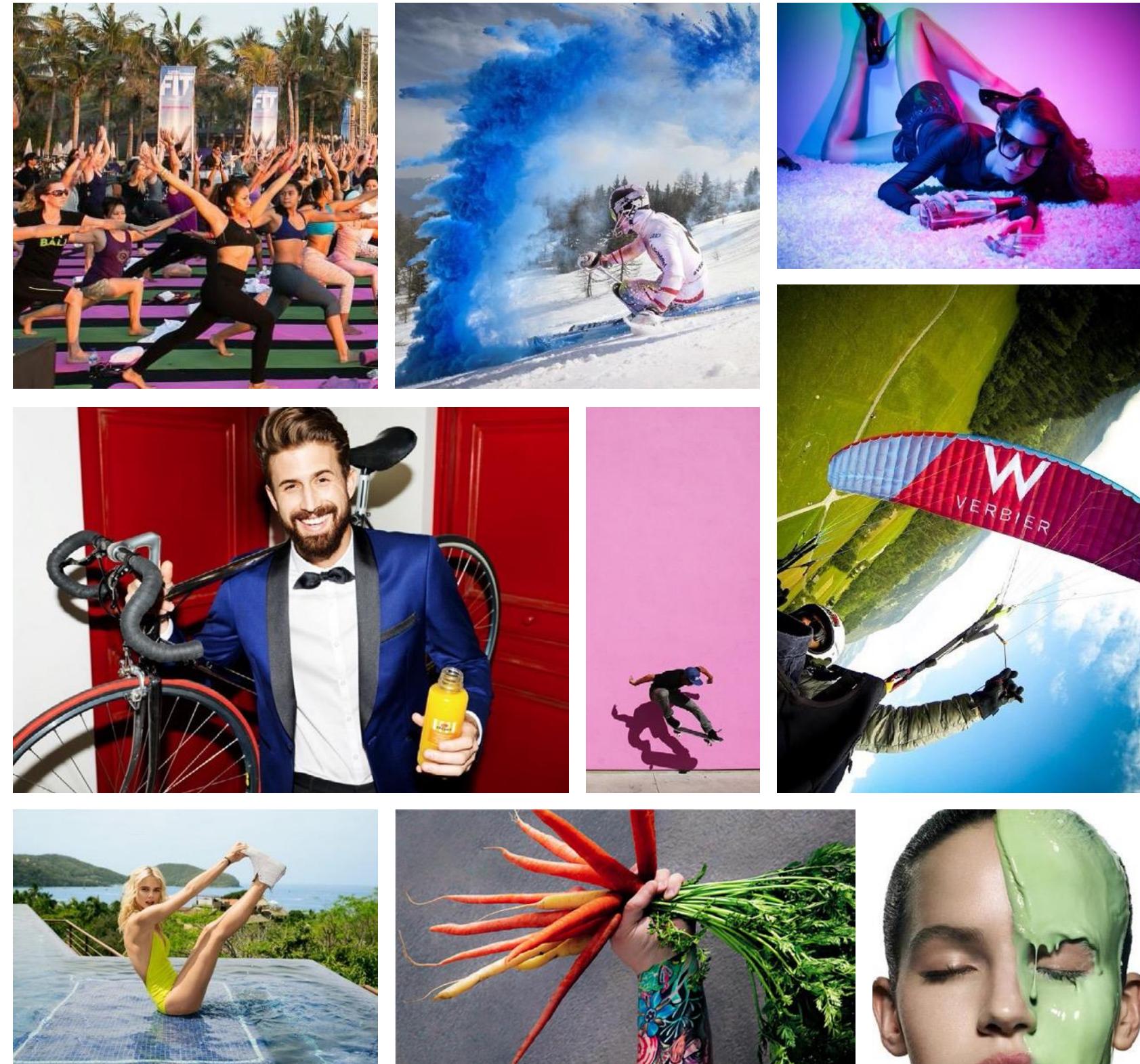
PLAY LOUNGE 耍屋



FUEL活力

**DETOX
RETOX
REPEAT**

减压清零
纵情愉悦
切换自如



FUEL

活力

Detox. Retox. Repeat.
减压清零。纵情愉悦。切换自如。

- 5F AWAY Spa AWAY 水疗中心
- 5F FIT 有型健身中心
- 5F WET 碧波泳池



FUEL YOUR GLOW 减压焕新



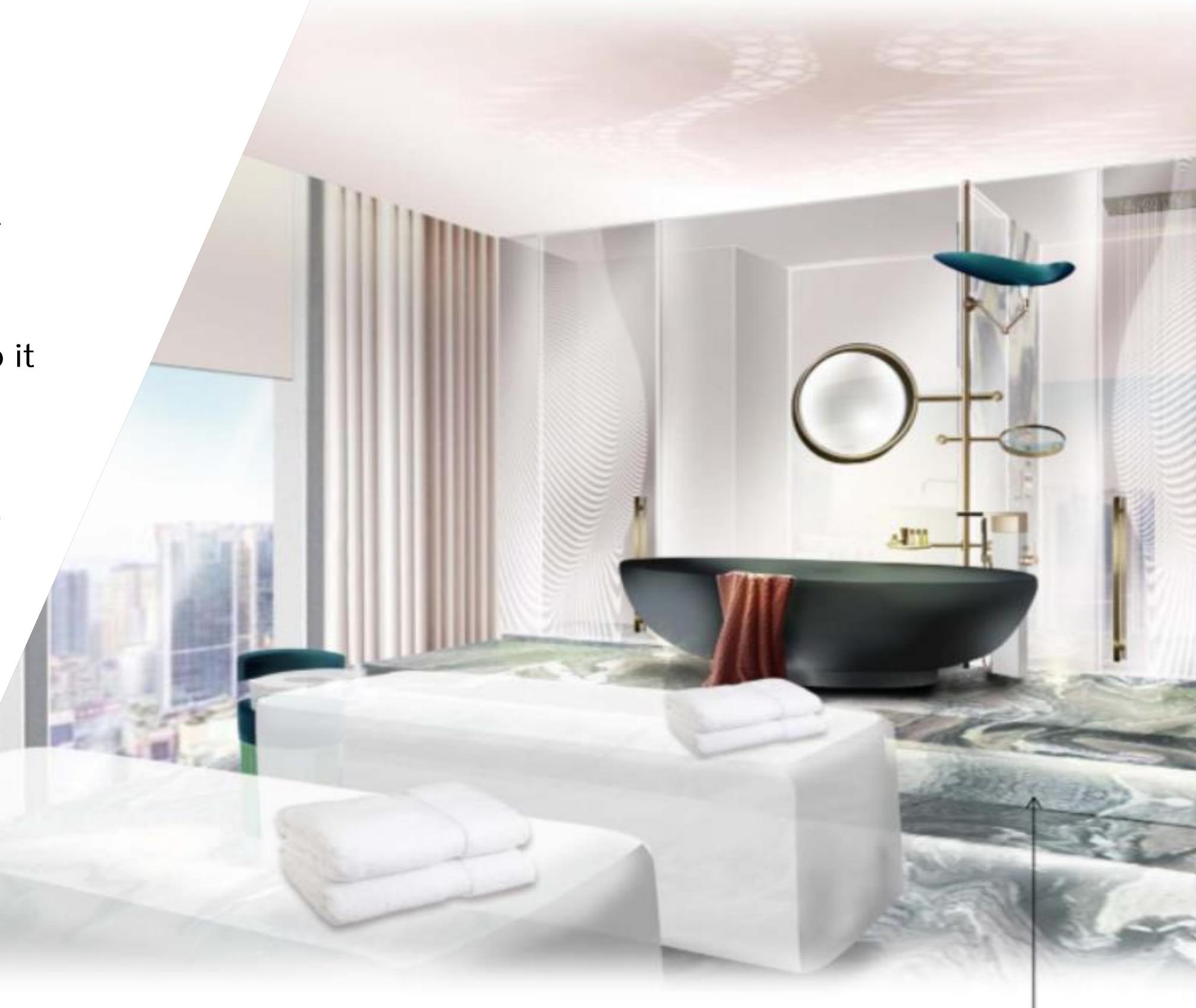
AWAY SPA

AWAY水疗中心

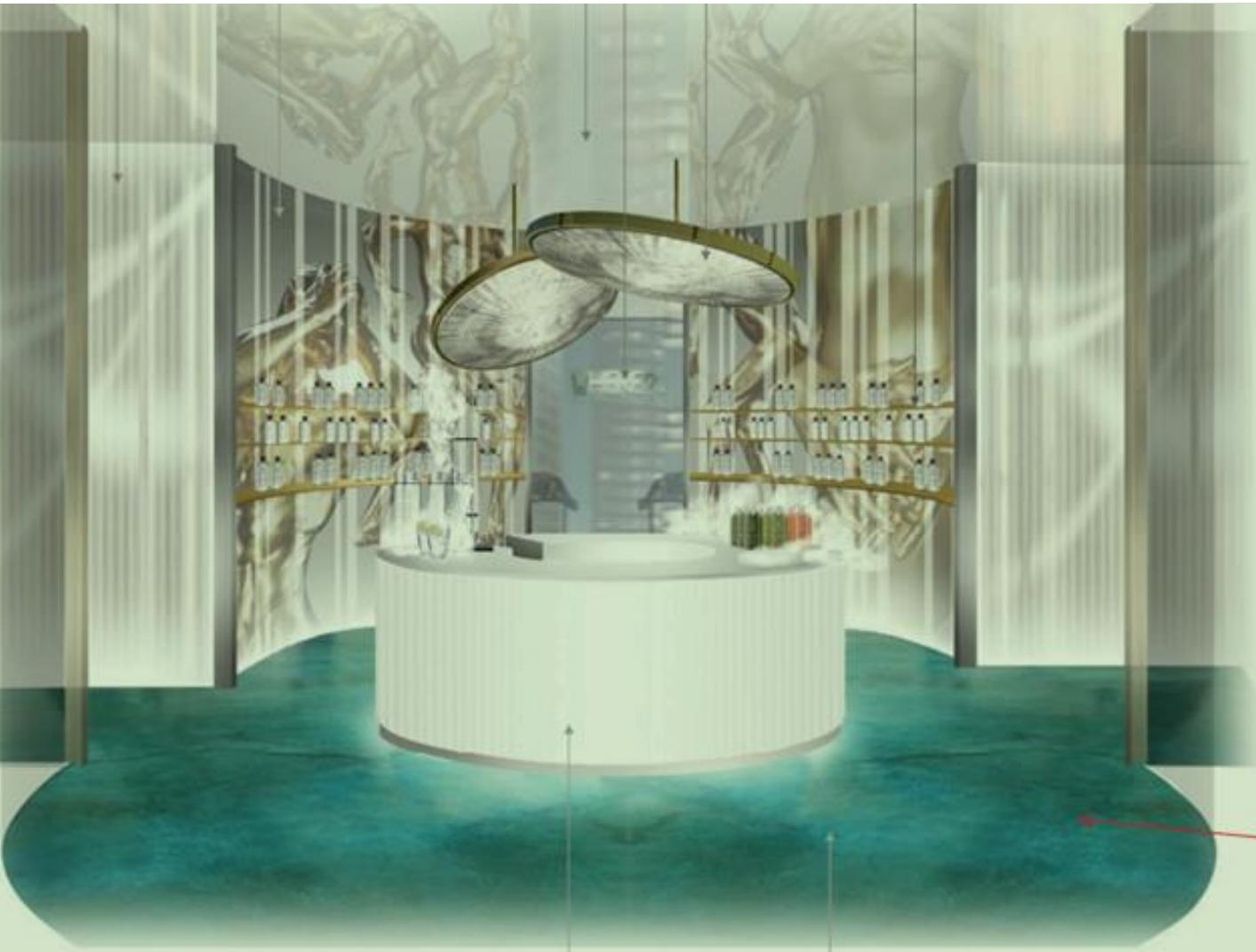
Recharge and refuel to get ready to do it
all over again.

时刻补充能量，活力再现，分秒必争。

- Biologique Recherche® Spa Products
法国原液之谜®水疗产品
- 3 Single Treatment Rooms
3间单人理疗室
- 1 Double Treatment Room
1间双人理疗室



FIT & WET 有型健身中心及碧波泳池



FIT & WET

**WORKING OUT
IS THE NEW
GOING OUT**

健身即社交



W EXPERIENCES

COCKTAIL CULTURE

鸡尾酒文化

FUELS THE SOCIAL ENERGY
THROUGHOUT THE ENTIRE HOTEL

为酒店注入社交活力



WHATEVER/
WHENEVER
随时/随需



INSIDER 时讯达人

WE'RE IN THE KNOW,
SO YOU'RE IN THE KNOW

我们洞悉内幕时讯，
所以你也能尽占先机



UNIQUE SELLING POINTS 独特卖点

- Witty amenities in room, like the panda cushion, and selfie spots with hidden stories incorporated with local elements(e.g. panda paws)
房间内的巧妙设施，包括熊猫靠垫、含有当地特色的自拍道具（例如熊猫爪子）
- An iconic, distinctive brand in Southwest China
中国西南地区的标志性个性品牌
- Immersive all-encompassing experiences-from FIT to live music, B&F to SPARK, food to performers on stage
沉浸式的全方位体验——包含健身、Live音乐、餐饮、燎屋顶酒吧、美食及舞台演出
- "Wow "and epic experiences that is perfect summary of Chengdu-unique like no other, a must-try stay that lets you live your Du'titude
酒店的“惊喜”和令人赞叹的体验是对成都生活的完美总结。与众不同、一次您必须尝试的住宿，足以让你耍出都态
- An immersive sensory experience that is unique to W-one that encompasses live music with W Curator,colourful art and design to the party scene.
W独有的身临其境的感官体验——包括音乐总监的、丰富多彩的艺术活动和派对现场
- SPARK-1st rooftop bar in South Chengdu with indoor and outdoor, right at the core of the newest Chengdu CBD
燎屋顶酒吧——成都南部首家融合室内室外空间的屋顶酒吧，地处成都全新CBD的核心区域
- WED Room-First Wedding chapel in Chengdu
W婚礼堂——成都首家婚礼教堂
- WET-Swimming pool with 270-degree LED projection
WET 碧波泳池——270度投影的游泳池
- Living Room-Team Lab LED feature that evokes an interactive experience as if moving with guests
潮堂—— Team Lab团队打造LED功能与客人进行互动体验
- Whatever/whenever-Boundary-less activities, no limit
随时/随需——无边界活动、无限制
- Pet friendly
宠物友好型
- MICE-2,600sqm function space
会展——2600平方米的多功能空间

THAT'S IT.
谢谢。

