

the
Landmark

November 2004
The Landmark Newsletter

New Urban Playground

A great city demands a dynamic centre, a creative fusion of luxury, taste and high energy that speaks of what's now and what's next. That centre is fast emerging in Asia's world city.

The Landmark, a global flashpoint for fashion, business, shopping, food, entertainment and sensual experience, is rising before our eyes: a signature small luxury hotel with a destination spa and dining and drinks settings to be seen in; a designer office tower for global business; a soaring shopping and retail environment anchored by more than 100 of the world's leading luxury brands; the first Harvey Nichols department store in Asia; and a Louis Vuitton New Concept Store. Put it all together, and you have a new urban playground in the heart of Central.

As the complex builds towards completion, rest assured that it is business as usual at The Landmark. Our high service standards will continue to reassure tenants and customers, and visitors alike. The concierge desk and property management office will remain open and responsive. We will continue to keep you up-to-date and informed about every aspect of The Landmark scheme.



The Best Team in Action

Aedas Limited, one of the world's largest architectural firms, is the project's development architect. Aedas' working philosophy, "to create places which enrich people's lives," makes it a natural fit with The Landmark scheme.

Kohn Pedersen Fox Associates PC (KPF), the project's design architect, is internationally celebrated. KPF developed Roppongi Hills in Tokyo and worked closely with Aedas Limited in Hong Kong's Chater House development. KPF believes that superior design emerges from an intensive dialogue with the client and an informed consideration of the site and programme goals.

Two of the world's top interior design consultancies, **Remedios Siembieda Inc.** and **Tihany Design**, will fashion the interiors for The Landmark Mandarin Oriental. From the Mandarin Oriental in Munich to French Polynesia's Hotel Bora Bora, Remedios Siembieda designs hotels and resorts with a memorable sense of place. Tihany Design, winner of the 2004 Prix Villegiature for Best Hotel Interior Design in Europe, does the same with hotels and deluxe restaurants. Tihany is also creating the hotel's haute cuisine restaurant and two-storey bar.



*A taste of Tihany design: Restaurant "C", Cabo San Lucas, Mexico
(Photo by kind permission of Andrea Martiradonna)*



*Adam D. Tihany, President of Tihany Design
(Portrait by kind permission of Michael Donnelly)*

Setting the Scene

The Landmark Mandarin Oriental will set new standards for deluxe accommodation, in Hong Kong and around the world, when it opens in the second half of 2005. Expect contemporary elegance, state-of-the-art facilities and the legendary service that speaks of Mandarin Oriental management.

Superbly located at The Landmark, in the heart of Central, the intimate, ultra-modern hotel will rise as Hong Kong's exclusive city retreat. Its 113 beautifully appointed rooms and suites are designed to welcome the world's elite.

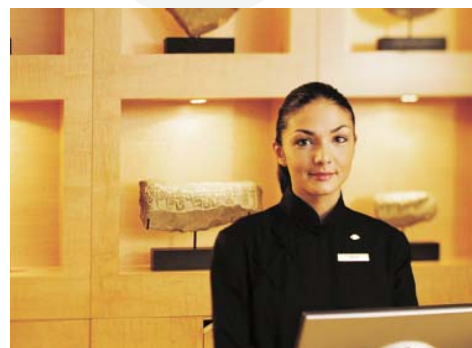
Sensual Essentials

The restaurants and the bar at The Landmark Mandarin Oriental will resound with interior designer Adam Tihany's incandescent sense of high style.

An emphasis on innovation, presentation and pure glamour will set the signature restaurant apart. The 7th-floor restaurant will define contemporary dining, with exhilarating interiors, artful lighting and superlative culinary creations. The signature restaurant will animate city soul and spirit from breakfast, through lunch and dinner.

The signature bar is destined to become a central storyline for the powerful, the fashionable, the creative and the endlessly elegant. The two-storey bar will open for breakfast, lunch, afternoon tea, dinner and drinks.

The Landmark Spa, a 20,000-sq ft, state-of-the-art sanctuary radiating well-being from the 5th and 6th floors of the hotel, will soon take its natural place as Asia's premier urban spa. An oasis of tranquillity in the heart of the Central business district, The Landmark Spa will be the ultimate spa experience.



Award-winning hospitality



The ultimate spa experience



Café Sambal at the Mandarin Oriental, Miami



The Mandarin Bar, London

Destination Shopping

The Landmark will deliver more high-end shops, premium brands and lifestyle luxury to Central. Enhancements include two brand-new retail floors and the addition of two-storey flagship shops, spanning The Atrium and fanning out along Pedder Street and Queen's Road Central. The two-storey shops, including **Dior** and **Celine**, have already opened this year. More will follow in the coming months, including **Fendi**. The opening up of The Landmark Atrium's south side, along Queen's Road Central, is sure to be one of the retail development's most popular additions, lending a fresh new focus both to The Atrium and to Central.

Brand New Experiences

The first **Harvey Nichols** store in Asia will follow in the latter half of 2005. The 60,000-sq ft outlet will be worth the wait. Harvey Nichols is an international lifestyle experience, featuring brand-name merchandise alongside niche brands made for discoveries. A **Louis Vuitton New Concept Store** will enhance the glamour and destination appeal of The Landmark.

Office by Design

When The Landmark East Tower opens in late 2006, it will feature the only new office space in Central. The streamlined tower will give global business all the prestige it could want – and all the possibilities it could imagine. To walk out of the new Landmark East Tower will be to step into an urban playground, an enveloping swirl of fashion, food, style and attitude.

The Landmark's existing buildings, Gloucester Tower and Edinburgh Tower, haven't been forgotten. They're also getting a makeover, in keeping with the smart, clean look of the overall development. With the Gloucester Tower façade just finished, attention has turned to lending a fresh contemporary face to Edinburgh Tower.

Street Smart

With trees, planters and railings, designer lighting and other lavish landscaping touches, the look of The Landmark will be as airy and inviting outside as inside. The overall effect will be to raise both the quality of life and Central's international profile. The Landmark also promises enhanced accessibility and convenience for motorists and pedestrians alike. The first phase of a double-lane, drive-in loop directly on Queen's Road Central, complemented by a dramatic new street-level entrance, is set for completion in the first half of 2005.

For further information, please contact
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Bigger, better brand representation



Destination appeal



The "new face" of Gloucester Tower



The enhanced Landmark Atrium



New façade and improved access at Queen's Road Central



CENTRAL
THE SOUL OF THE CITY

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