



PRESS RELEASE

FOR IMMEDIATE RELEASE

Amara Singapore Ushers in a New Era of Meeting and Event Possibilities in the Heart of Tanjong Pagar

As part of its major transformation, the legacy hotel's revitalised meeting spaces pair state-of-the-art MICE facilities with sophisticated design.



Amara Singapore Foyer

Singapore, 28 June 2024 - **Amara Singapore** unveils its refreshed meeting and event spaces on Level 3, featuring a Grand Ballroom, four function rooms, and an elegant foyer that anchors the meeting spaces together. As part of the legacy brand's comprehensive redesign, this transformation was crafted in collaboration with renowned hospitality design firm Studio HBA, a division of Hirsch Bedner Associates.

Originally opened in 1986 as one of the first hotels in Tanjong Pagar, Amara Singapore has a storied history of hosting business travellers and significant meetings, incentives, conventions, and events. Now, after 38 years, the brand has evolved to meet the needs of today's business travellers who seek a seamless blend of work and play. This vision is embodied in the newly designed meeting and event spaces, where versatile areas are

enhanced with cutting-edge MICE facilities and sophisticated design—ideal for both business meetings and social gatherings.



Grand ballroom

The crown jewel of the property is the **Grand Ballroom**, a column-free space featuring a 38-metre-long aisle perfect for weddings. Reminiscent of the surrounding Tanjong Pagar neighbourhood with its diversity of shophouse facades, traditional details and hidden alleyways, the elegant Grand Ballroom was redesigned to exude grandeur and charm, accommodating up to 500 guests. Its neutral palette serves as a blank canvas, allowing guests to personalise their events. Floor-to-ceiling windows flood the space with natural light, adding an airy, elegant touch. To ensure an immersive experience for guests, the ballroom is enhanced by a 7.6-metre-long LED video wall.



Event and convention room: Connection

Adjacent to the Grand Ballroom, are four Breakout rooms aptly named **Connection**, ranging from 74 sqm to 108 sqm. Each room has been meticulously designed to cater to diverse corporate requirements, equipped with state-of-the-art audiovisual amenities, flexible seating arrangements and customisable layouts, ensuring a tailored experience for every event.

Central to the Grand Ballroom and Breakout rooms is a contemporary Foyer, which has built-in amenity counters and a modular seating element with a configuration that can be tailored to suit the needs of any event. At the heart of the conference area, we find the neighbourhood bar, 'The Locale,' which can provide everything from coffee to after-event cocktails, making the occasion one to remember.

The latest redesign of Amara Singapore's meeting and event spaces is accentuated by a gorgeous emerald tiling that captivates your attention upon entry. The open-space setting is designed to offer a sense of warmth and the familiarity of home, with plush modern armchairs and sofas alongside sideboards, making it ideal for networking sessions. The foyer is also adaptable for exhibitions, as it comes equipped with versatile ambient lights.

On Level 17 of the property, **The Parlor** provides a more intimate setting for business events seeking a more versatile space, whether it be for product launches or business meetings.



With a floor area of 63 sqm, The Parlor can seat up to 20 guests within a space irradiated by ample natural daylight.

"We've worked tirelessly to revitalise our spaces in line with the hotel's larger rejuvenation, blending modern elegance with a warm, inviting ambience. We aim to make every guest feel comfortable, inspired, and at home from the moment they arrive. This transformation is more than just a facelift; it is designed to elevate each guest's overall experience, whether for business, leisure, or any of life's cherished occasions," said Gordon Aeria, General Manager of Amara Singapore.

From now until 31 August 2024, Amara Singapore invites all meeting participants to submit their business cards to enter a chance to win a 3D2N stay at the hotel. For enquiries, please contact Amara Singapore at +65 6879 2681 or events@amarahotels.com.

Please download high-res images [here](#).

-END-

For media enquiries, please contact:

Accela Communications
amara@accela.asia

Chu Jie Ying | Amara Singapore
jiaying.chu@amarahotels.com
+65 6879 2670

About Amara Singapore

Strategically located in the city's Central Business District in the heart of Tanjong Pagar, Amara Singapore is the brand's flagship hotel. In addition to 389 thoughtfully appointed guest rooms and suites, the hotel provides a diverse range of onsite dining options, wellness facilities and versatile meeting spaces. The Club rooms and suites offer exclusive privileges, including access to the Club Lounge, for an enhanced stay. Adjoined to the vibrant 100AM retail mall and office tower, Amara Singapore has a plethora of dining, retail and entertainment options at its doorstep and provides the perfect base to explore the city. For more information, visit singapore.amarahotels.com and follow on [Instagram](#).