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Amara Hotels & Resorts Unveils Progressive Redesign of Its Iconic Singapore Properties

Amara Singapore and Amara Sanctuary Sentosa present a fresh expression to elevate their unparalleled hospitality experiences.



Amara Sanctuary Sentosa

SINGAPORE, 9 April 2024 – **Amara Hotels & Resorts** is delighted to announce a comprehensive brand redesign for its two flagship Singapore properties: Amara Singapore and Amara Sanctuary Sentosa. This ambitious reimagining, in response to the evolving preferences of today's discerning travellers, aims to deliver meaningful connections, memorable experiences, and tailored spaces. The revitalised approach will introduce an exciting new lifestyle concept to the hospitality landscape, emphasising contemporary elegance, sublime interiors, and sustainable travel as the defining elements that unite both properties.

"We are thrilled to embark on this new chapter for Amara Singapore and Amara Sanctuary Sentosa. This transformative journey marks a pivotal milestone for Amara Hotels & Resorts," shares Dawn Teo, Senior Vice President of Amara Hotels & Resorts. "Our redesigned spaces are meticulously crafted to resonate with the desires of today's travellers, offering a unique blend of sophistication, warmth, and joie de vivre that elevates our unparalleled hospitality experiences. We are privileged to collaborate with some of the industry's most creative minds, crafting dynamic and thoughtfully considered spaces that provide both relaxation and invigorating experiences for our guests."



Amara Singapore, Lobby Bar

For 38 years, Amara Singapore has stood as a heritage landmark in the heart of Tanjong Pagar. Commencing its phased renovation in October 2023, the property is set to unveil its final transformation by September 2024. In collaboration with renowned hospitality design firm Studio HBA, a division of Hirsch Bedner Associates, Amara Singapore has been re-envisioned as the vibrant social epicentre of the neighbourhood, resonating with the city's dynamic energy. The extensive refurbishment introduces an all-new Lobby Bar, evolving with the day's rhythm, and a reimagined Cafe Oriental, blending biophilic design with a modern twist on traditional hawker stalls. All 389 rooms at Amara Singapore, as well as facilities such as event venues, will also undergo sophisticated enhancements, radiating a refined ambience inspired by the terracotta roofs of the surrounding preserved shophouses and the heritage rubber fig tree found at the nearby Duxton Plain Park.

Meanwhile, the beachside oasis of Amara Sanctuary Sentosa is set to revitalise its suites, villas, and shared spaces, with completion slated for mid-2024. Working with architecture atelier FARM, this tranquil sanctuary—accentuated by contemporary design elements—invites guests to forge a deeper connection with the island's calming scenery and discover rejuvenation. The newly transformed spaces foster a harmonious dialogue between guests and nature, guided by a design philosophy centred on well-being and environmental stewardship, blending local elements with the serenity of the natural surroundings.



Amara Singapore and Amara Sanctuary Sentosa will unveil its new design in mid-2024, along with a series of new brand experiences by year-end.

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

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About Amara Hotels & Resorts

Amara Hotels & Resorts is an award-winning regional hospitality group offering a fresh approach to modern travellers by creating tailored experiences and cherished moments. Amara's portfolio consists of four properties in three Asian cities, including the flagship Amara Singapore, Amara Sanctuary Sentosa, Amara Bangkok and Amara Signature Shanghai. Each property offers thoughtfully designed settings and facilities while embodying the Amara brand philosophy 'Always Amara', a commitment to authentic service and meaningful moments. For more information, visit www.amarahotels.com and follow on [Instagram](#).