

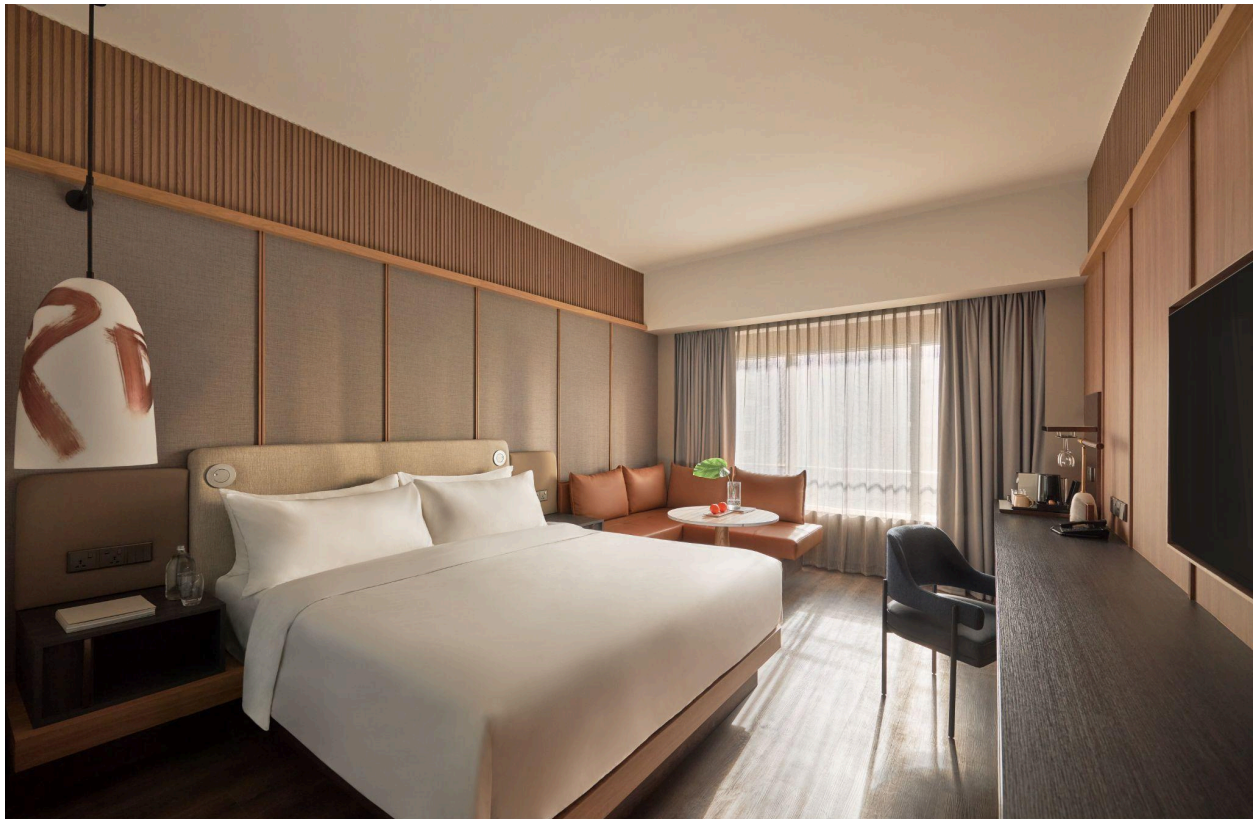


PRESS RELEASE

FOR IMMEDIATE RELEASE

Amara Singapore Unveils Contemporary Room Redesign, Celebrating 38 Years of Heritage in the Dynamic Downtown Core

Amara Singapore elevates the guest experience with redesign of rooms to accommodate a greater variety of hospitality demands and priorities



SINGAPORE, 25 April 2024 – Following Amara Hotels & Resorts' announcement of its comprehensive brand redesign for its flagship Singapore properties, **Amara Singapore** is delighted to announce the first phase of completion of the refurbishment of its rooms. This latest transformation was crafted in collaboration with renowned hospitality design firm Studio HBA, a division of Hirsch Bedner Associates. The announcement marks the next milestone in the hotel's commitment to offering unparalleled comfort and experiences to its guests within a home away from home.

"Amara Singapore has seen immense transformation in the past 38 years since it was first established in 1986. Evolving alongside Tanjong Pagar over the past four decades, we have adopted a design philosophy that pays homage to the hotel's culturally rich environs," said Dawn Teo, Senior Vice

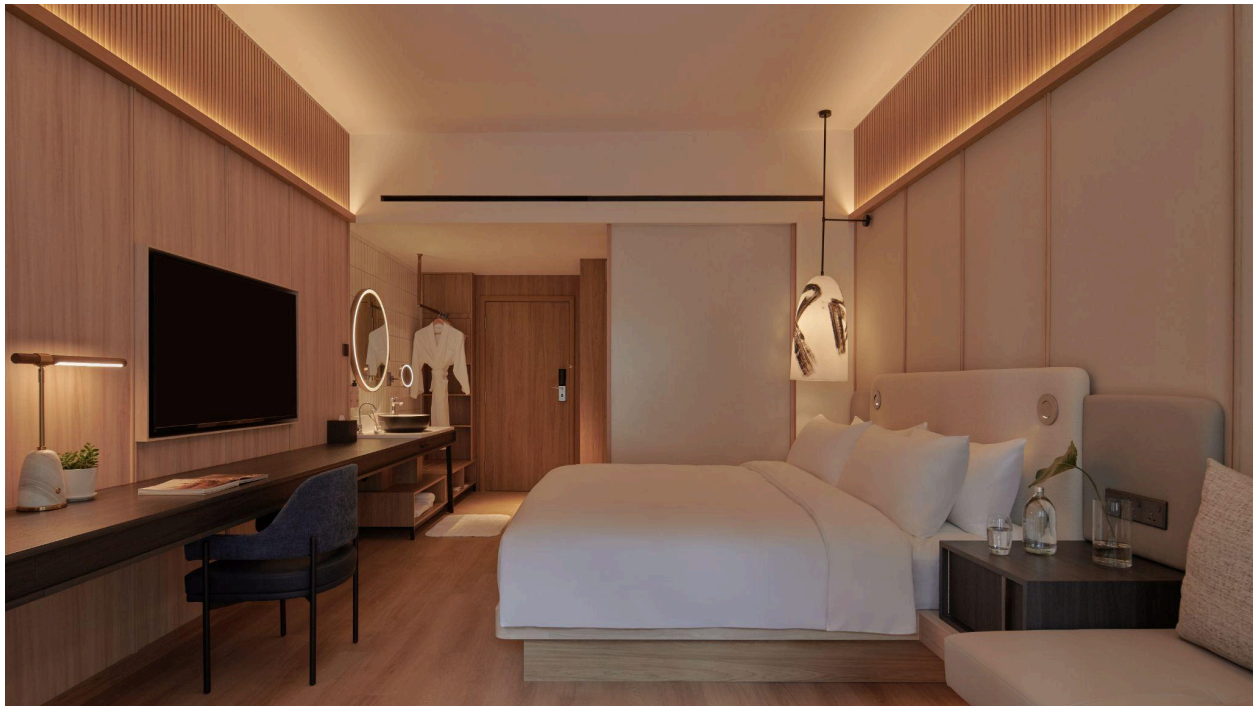


President of Amara Hotels and Resorts. "This refurbishment is not merely a routine exercise of upgrading but a reinvigoration of our commitment to luxury and innovation while not losing sight of our roots as one of the first hotels in Tanjong Pagar to cater to business travellers."

Reflecting Tanjong Pagar's Evolving Cultural Tapestry

Amara Singapore's guestrooms have been crafted to reflect the evolving profile of the modern traveller. All 389 newly redesigned rooms at Amara Singapore have undergone sophisticated enhancements that reflect the hotel's function as a sanctuary from the hustle and bustle of the city for guests.

The new design captures the hotel's role as the vibrant social epicentre of the neighbourhood. Amara Singapore and Studio HBA have drawn inspiration from the vibrant gamut of cultural relics in the hotel's vicinity. These include the traditional hawker stalls at Tanjong Pagar Plaza built in 1976, conserved shophouses found throughout the Chinatown Historic District dating back to the 19th century, and heritage trees in the nearby Duxton Plain Park.



Newly refurbished Deluxe Room at Amara Singapore

The guest room corridors at Amara Singapore offer a tactile journey through the area's rich historical charm. Intricate wallcoverings are inspired by the textured alleyways of neighbouring shophouses, seamlessly blending past and present. This motif continues into the guestroom, where earthy and natural textures inspire the selection of materials. Light and dark timber laminate, tan leather, and black metal complement each other. The bathrooms feature handcrafted porcelain tiles, evoking the charm of those found in traditional shophouses and adding an artisanal touch to the interior.



The interplay between wood, earthy material, and green accents is a symphony of design elements from the iconic historical stalwarts in the vicinity. This is further encapsulated by the lamps curated for each room, with their lamp shades evoking the quiet elegance of Chinese calligraphy and art found throughout the Chinatown Historic District.

"We are thrilled to extend our long-standing partnership with Amara Singapore, having worked together on the hotel's first refresh back in 2000," said Joris Angevaare, Partner at Studio HBA. "We sought to design a space that resonates with the soul of the Tanjong Pagar neighbourhood, and our collaboration with Amara Singapore empowers us to go beyond simply creating a luxury hotel offering. Amara Singapore thus stands as an amalgamation of experiences defined by community, nuance, and diversity."

Reflecting and Anticipating the Evolving Modern Traveller

Accommodating the dynamic needs of modern travellers today, guestrooms at Amara Singapore have been tailored to accentuate each guest's stay, whether for business, leisure, or a blend of both. Each room comes equipped with a workstation and chaise lounge, ensuring the coexistence between relaxation and productivity.

Sustainability initiatives are also embraced to preserve our environment for the next decades of travellers to come. Each room comes with an energy-efficient air-conditioning system and energy-efficient motion sensor lighting. An in-room filtered water tap system has been installed to provide guests with fresh drinking water. These eco-friendly features seamlessly integrate with the room's decor, echoing the area's cultural heritage through traditional Chinese motifs, including lanterns, calligraphy, and rich timber accents.

As part of the reopening, Amara Singapore has launched a ['Welcome Home to Amara Singapore'](#) room package to express gratitude to their guests for their continued support throughout the year.

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

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About Studio HBA

Studio HBA is a young, growing, dynamic global brand within the Hirsch Bedner Associates (HBA) Group, the world's leading hospitality design consultants. Our portfolio is as diverse as our team of designers, spanning hotels, resorts, private residences, show flats, restaurants, spas, clubs, and corporate offices. Our advantage is as a single-source hospitality design studio, with a full suite of services on offer to clients, from interior design, architecture, landscaping, art, lighting and graphic design to FF&E procurement. Here clients have the flexibility to choose from multiple or single services that best meet the parameters of an exacting budget, timeline and / or design aesthetic. For more information, visit studiohba.com and follow on [LinkedIn](#) and [Instagram](#).

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](#).

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