

STEIGENBERGER
PORSCHE DESIGN
HOTELS

WEL

COM

E



BEYOND ALL
STANDARDS.
EXCELLENCE IN
ITS PUREST FORM.

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BRAND

FOUNDED

ATTENTION

UNPARALLELED DESIGN.

PREMIUM SERVICE.

TOTAL IMMERSION.

DISTINCTIVENESS

WHEN TWO WORLD-CLASS BRANDS JOIN FORCES, THERE ARE NO LIMITS TO WHAT CAN BE CREATED. TAKE THE UNPARALLELED DESIGN ATTITUDE OF PORSCHE DESIGN, FUSE IT WITH THE EXTRAORDINARY SERVICE CULTURE OF STEIGENBERGER HOSPITALITY – AND THE STAGE IS SET FOR AN ENTIRELY NEW STANDARD.

We proudly unveil a new kind of hotel experience – reinvented from the foundations up – in every single detail. Guests can expect a hyper-personalized and high-end design experience in a world of luxury-lifestyle hospitality. With endless innovations that can be both seen and experienced. From the seductive styling and sophisticated refinement of each unique space to the warmth and dedicated intimacy of the top service staff in the world – allow yourself to be totally immersed in an experience beyond expectations.

Welcome to Steigenberger Porsche Design Hotels.





DESIGN PHILOSOPHY

"IF YOU ANALYZE
THE FUNCTION OF AN
OBJECT, ITS FORM
OFTEN BECOMES
OBVIOUS."

*Prof. Ferdinand Alexander Porsche,
designer of the legendary Porsche
911 and founder of Porsche Design*

Optimize function. Reduce the form right down to the essentials. Overcome the familiar to continually discover new and exceptional solutions. A vision that founder Professor Ferdinand Alexander Porsche already realized with the creation of the legendary Porsche 911. And a maxim that Porsche Design has consistently followed since 1972.

DESIGN NARRATIVE

NOT EVOLUTIONARY, BUT REVOLUTIONARY: WE QUESTION EVERYTHING AND ARE NOT AFRAID TO THROW OUT THE RULE BOOK. FOR UNIQUE AND UNCOMPROMISING DESIGN THAT IS ALWAYS ONE STEP AHEAD OF THE ZEITGEIST.

We lead the way when it comes to turning the unimaginable into actual, real experiences. With an approach to design containing the essence of the Porsche Design brand – Engineered Passion – at its core. Reflected in every surface detail and finishing touch. And seamlessly incorporated into the human attention to detail that our service staff deliver around the clock. For a handcrafted guest experience in the truest sense. Making sure that morning, noon, and night – and every moment in between – feel like a special, elevated occasion.



BRAND

STRAT

EGY

STREAMLINING ALL
DESIGN DETAILS,
WE SURPASS WHAT IS
POSSIBLE TO IMAGINE.

KEY BRAND IDEA

BEYOND

THERE IS NO GREATER MOMENT THAN WHEN YOU EXCEED YOURSELF. WE DESIGN EXPERIENCES FOR THOSE WHO EXPECT THE BEST AND DESERVE EVEN BETTER.

EXPECTATIONS

BRAND VALUES

DESIGN ENTHUSIASM A passion for form is at the heart of our heritage and DNA – and celebrated in every moment of a guest's experience in our hotels.



FASCINATING FUNCTIONALITY Design is not simply art; it is elegance of function. This belief is translated into every space, shape, and surface in our hotels, as well as every aspect of our technology-driven, human-centered service culture.

LIFESTYLE LUXURY Luxury is never having to compromise. Our idea of luxury encapsulates this and goes one step further: making sure you always have your hopes and dreams exceeded.



HYPERPERSONALIZATION We know exactly what our guests desire. Sometimes before they even realize it themselves. And provide a deeply personal experience, guided by human connection.



B R A N D

TO BECOME THE MOST DESIRABLE BRAND, PROVIDING A
HYPERPERSONALIZED AND HIGH-END DESIGN EXPERIENCE IN
A WORLD OF LUXURY-LIFESTYLE HOSPITALITY.

V I S I O N

CHARACTERS



TARGET AUDIENCE At home in the luxury segment, our typical guest is successful and cosmopolitan. Whether traveling for business or leisure, they embrace outstanding design and keep discerning standards.

CHARACTERS

STAFF Impeccable in appearance and conduct, our staff members are style-conscious individuals with a deep empathy for guests who love nothing more than going the unexpected extra mile to deliver truly unique and personalised hospitality.



S P

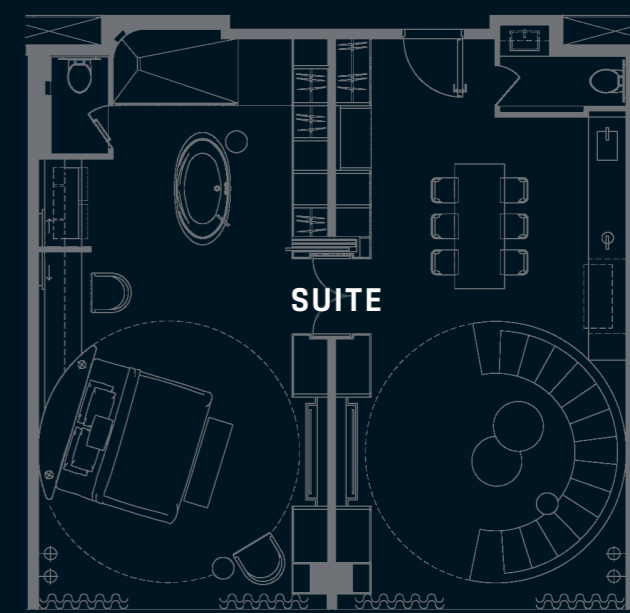
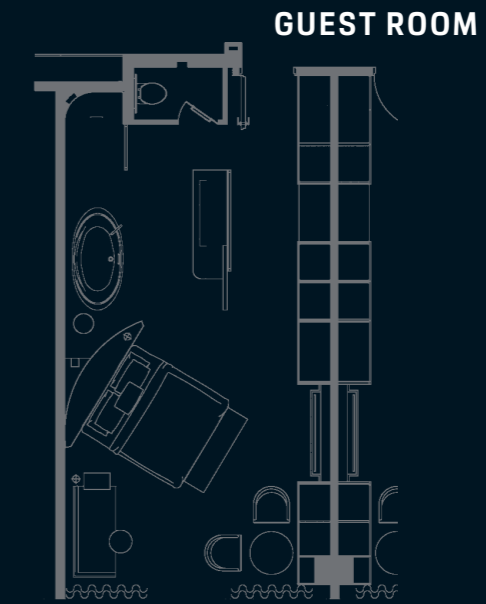
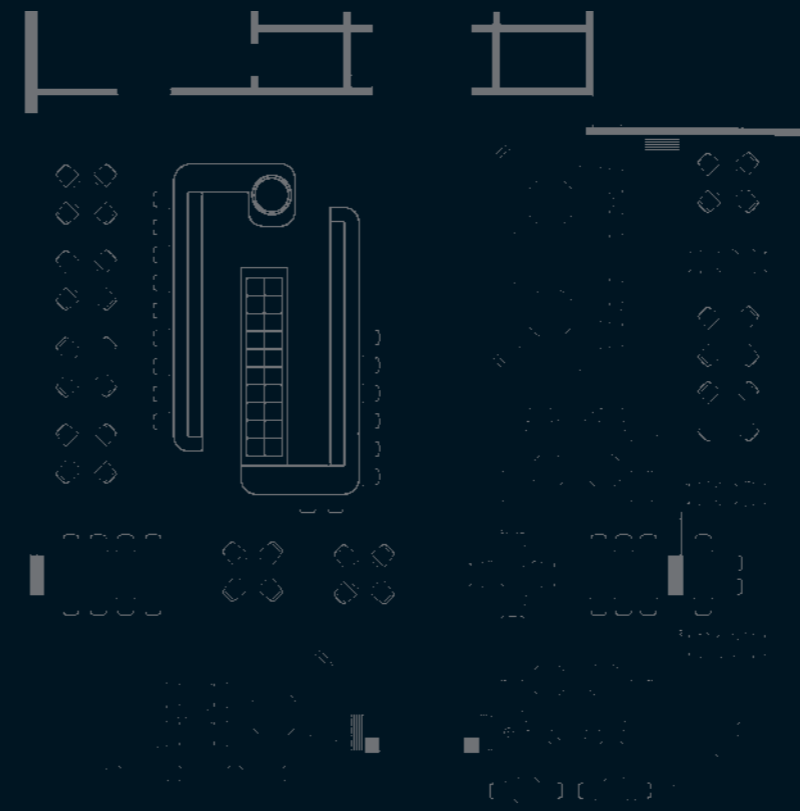
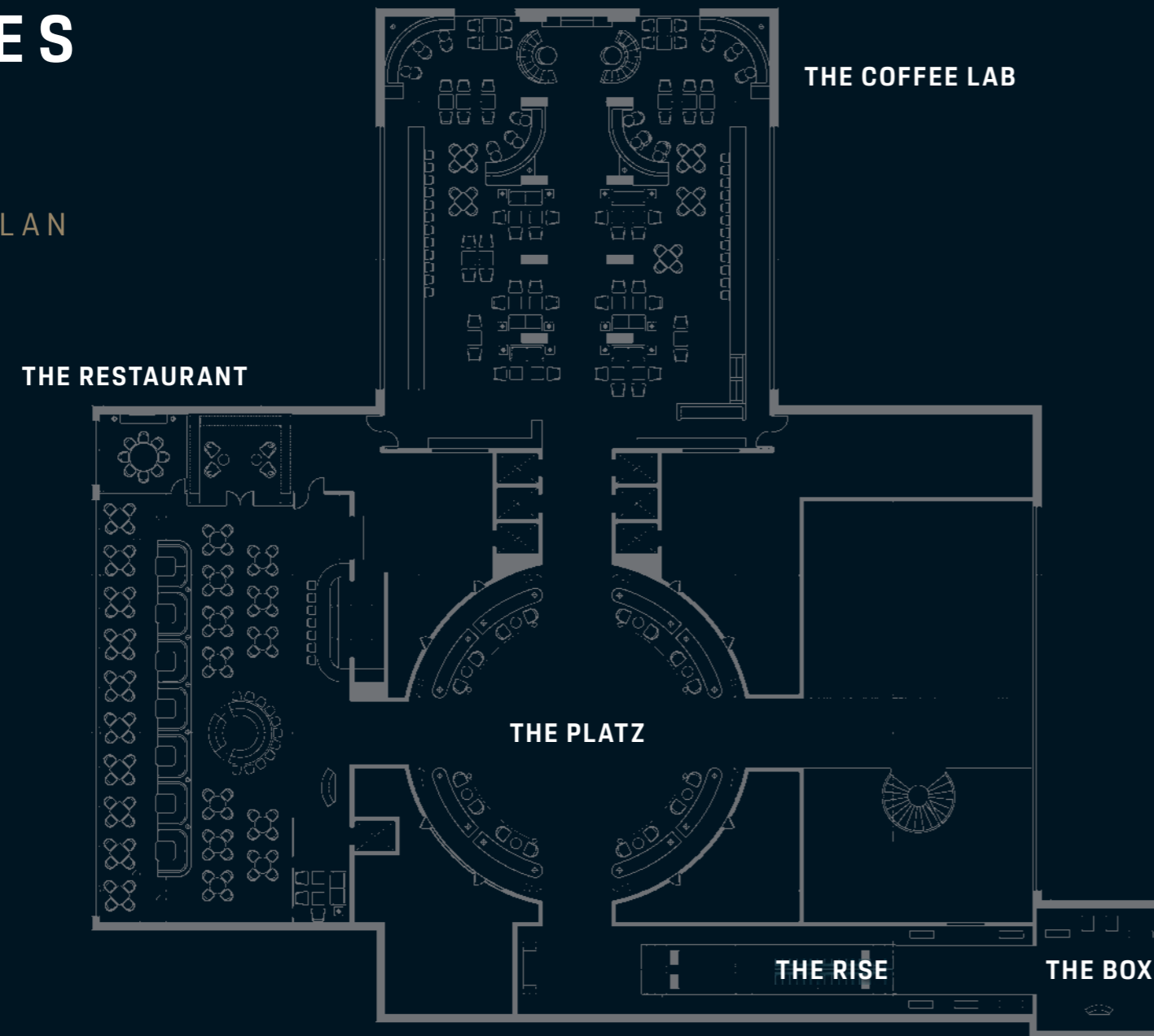
A C

E S

INNOVATIVE.
INTELLIGENT.
INVITING.
IN EVERY MOMENT.

ADJACENCIES

PROTOTYPE INTERIOR PLAN



THE ARRIVAL

STEP INTO A NEW DIMENSION AND
LEAD YOURSELF INTO TEMPTATION.

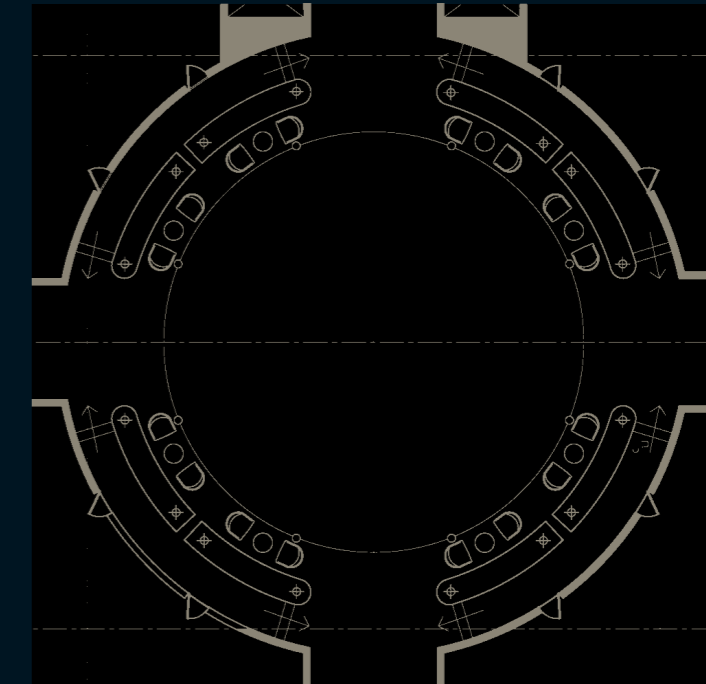
THE BOX From the everyday to the extraordinary. Cross the threshold from the world outside, and the atmosphere is instantly transformed. An aura of contemporary sophistication fills the air. There is a rush of exhilaration, but also a soothing sense of calm, as your personal steward gives you a first taste of the special, ultrapersonal treatment that awaits you.

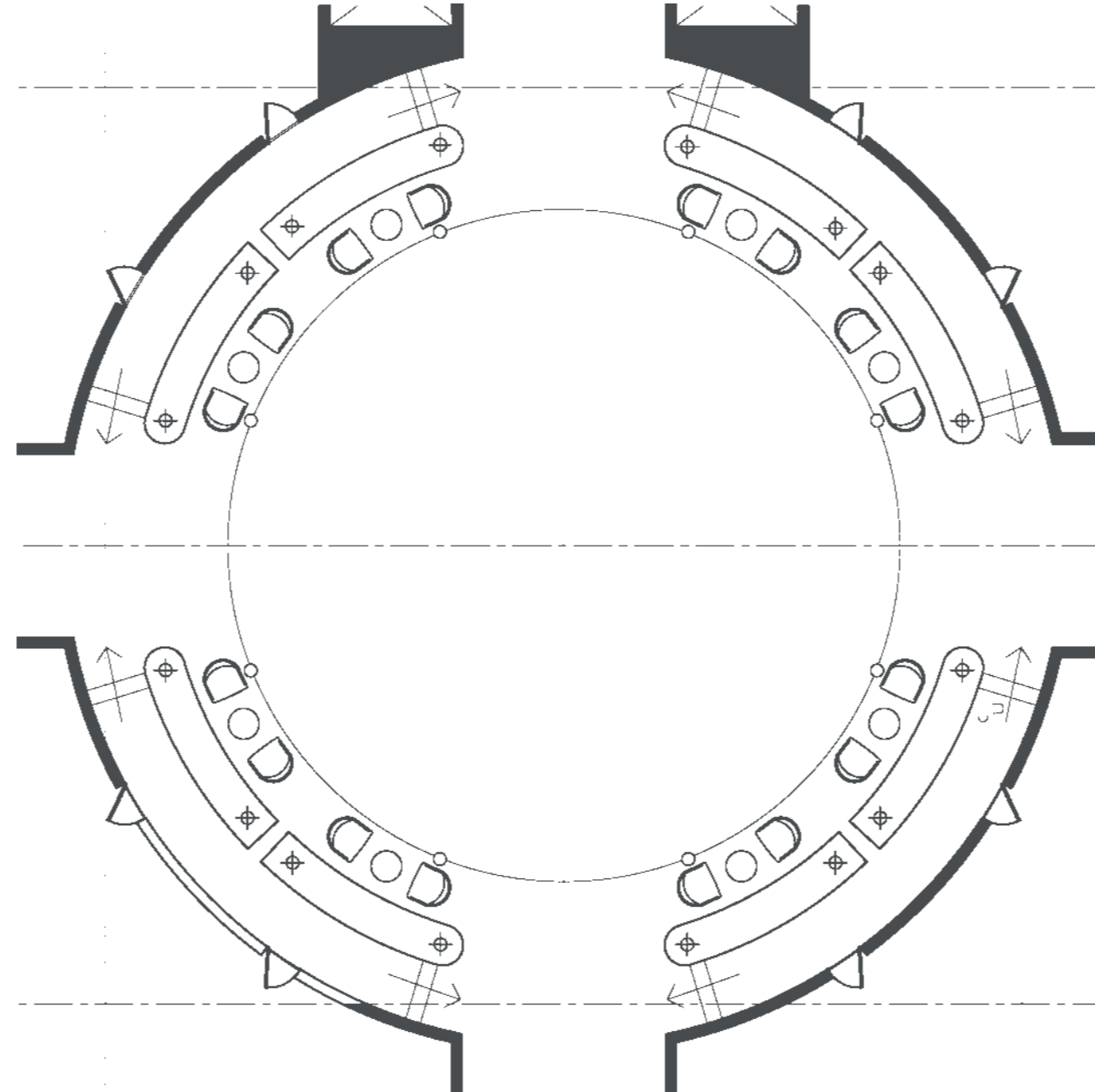
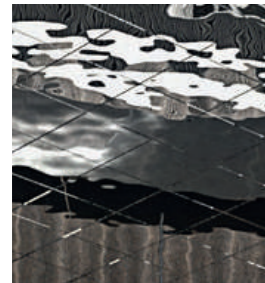
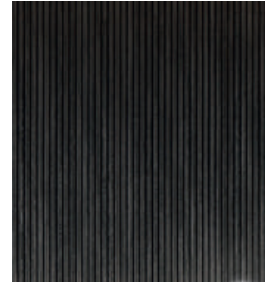
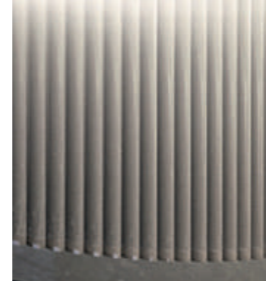
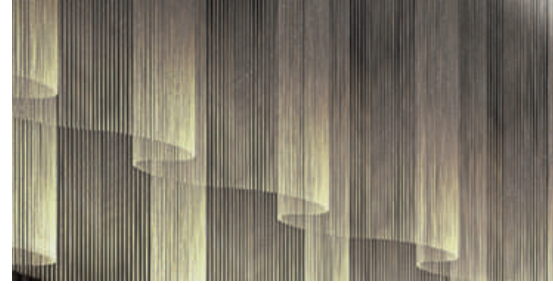


THE RISE A state-of-the-art ascent. Leaving the familiar surroundings of street level well and truly behind you, allow yourself to be escorted up through a spectacular signature space that will elevate your spirits and senses. As you ascend through this wholly new realm, closer and closer to your new home away from home, a curious sense of elation and deep well-being takes over.



THE PLATZ

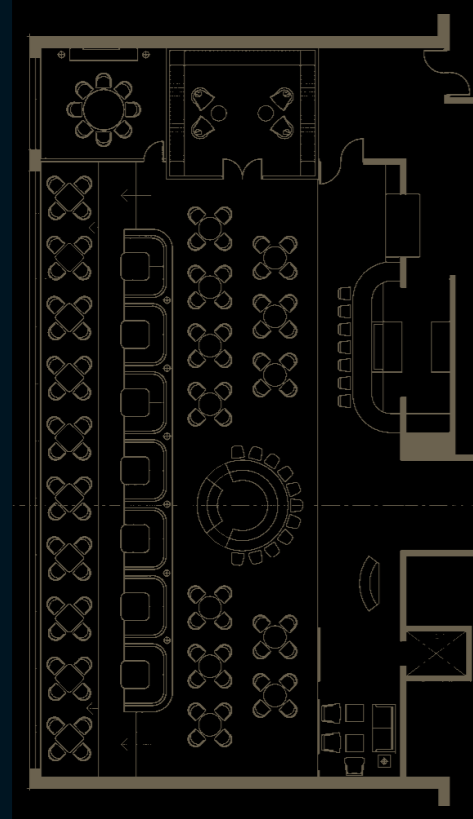




THE PLATZ

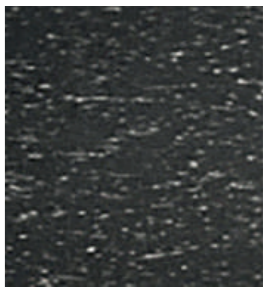
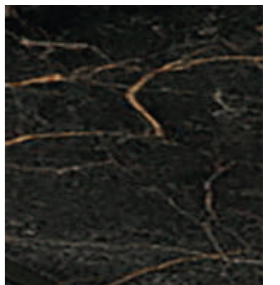
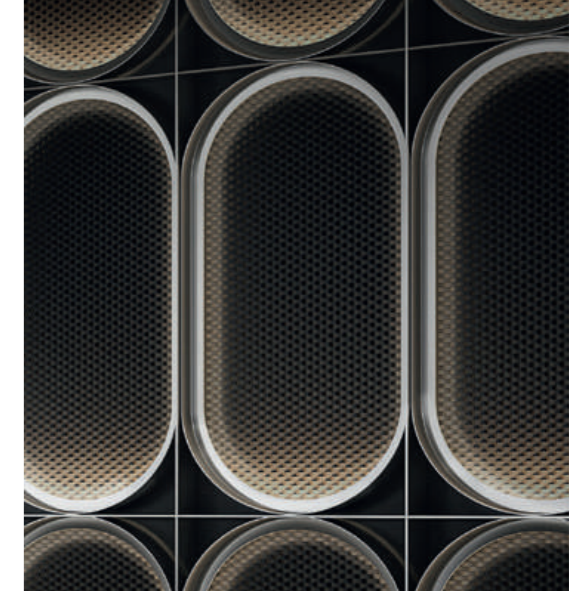
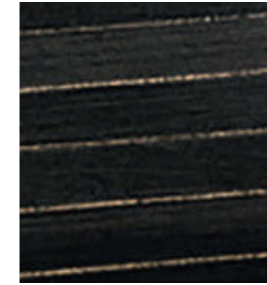
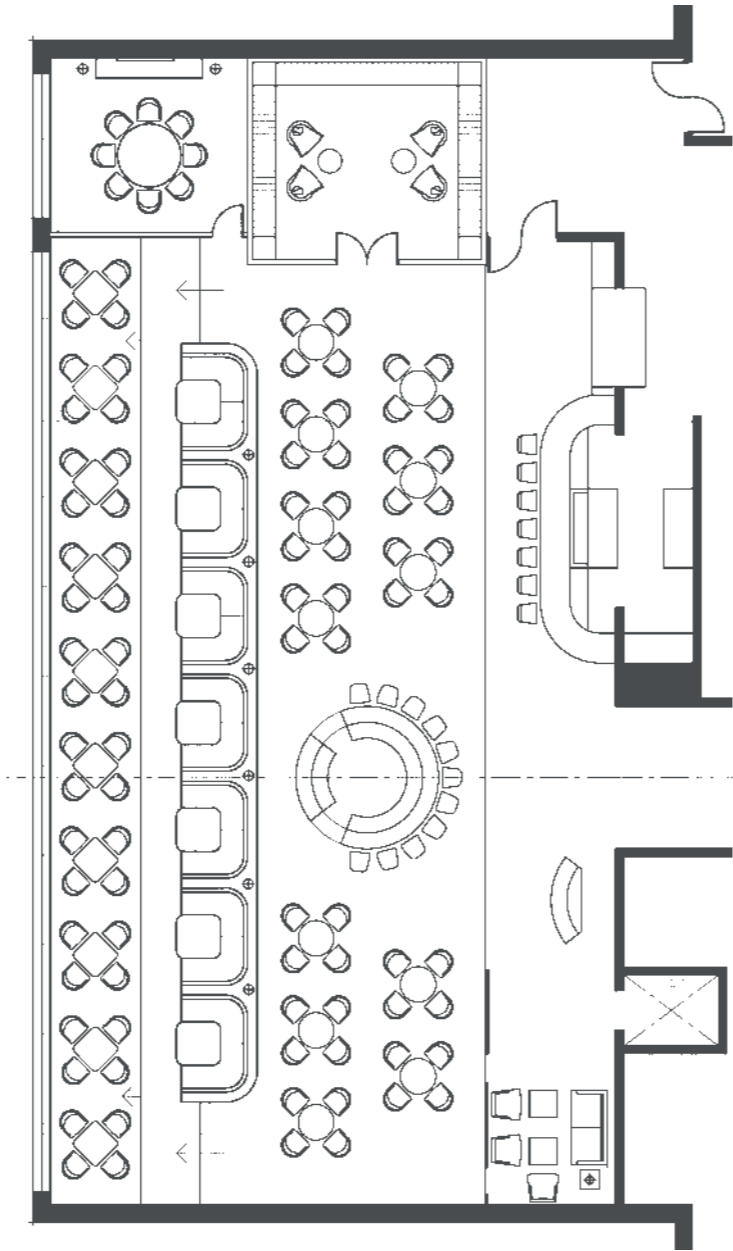
BREATHTAKING, QUITE LITERALLY Welcome to the jewel in the crown and the beating heart of the hotel – and a space like nowhere you have ever experienced. A sanctum that will remain a source of inspiration and a place of deep contentment throughout your stay. The spectacular aura, exquisite materials, and subtle yet impactful acoustics all culminate in an almost otherworldly experience. The vast dimensions and impressive purist design are countered with the warmth and intimacy of the unparalleled hospitality service – dedicated to your every wish, with careful planning to perfect every detail of your curated stay ahead.

THE RESTAURANT



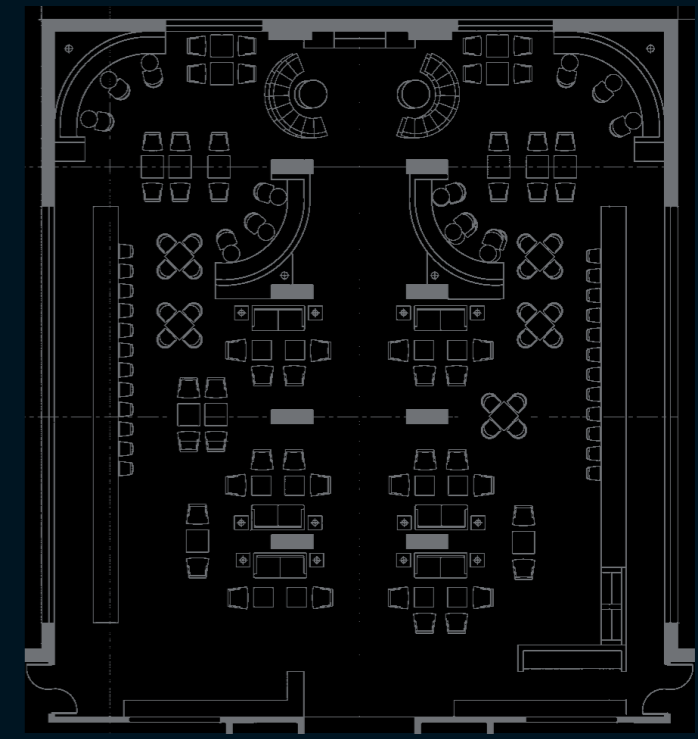
THE RESTAURANT

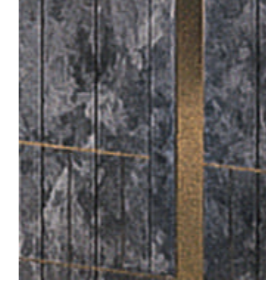
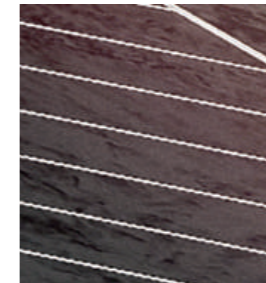
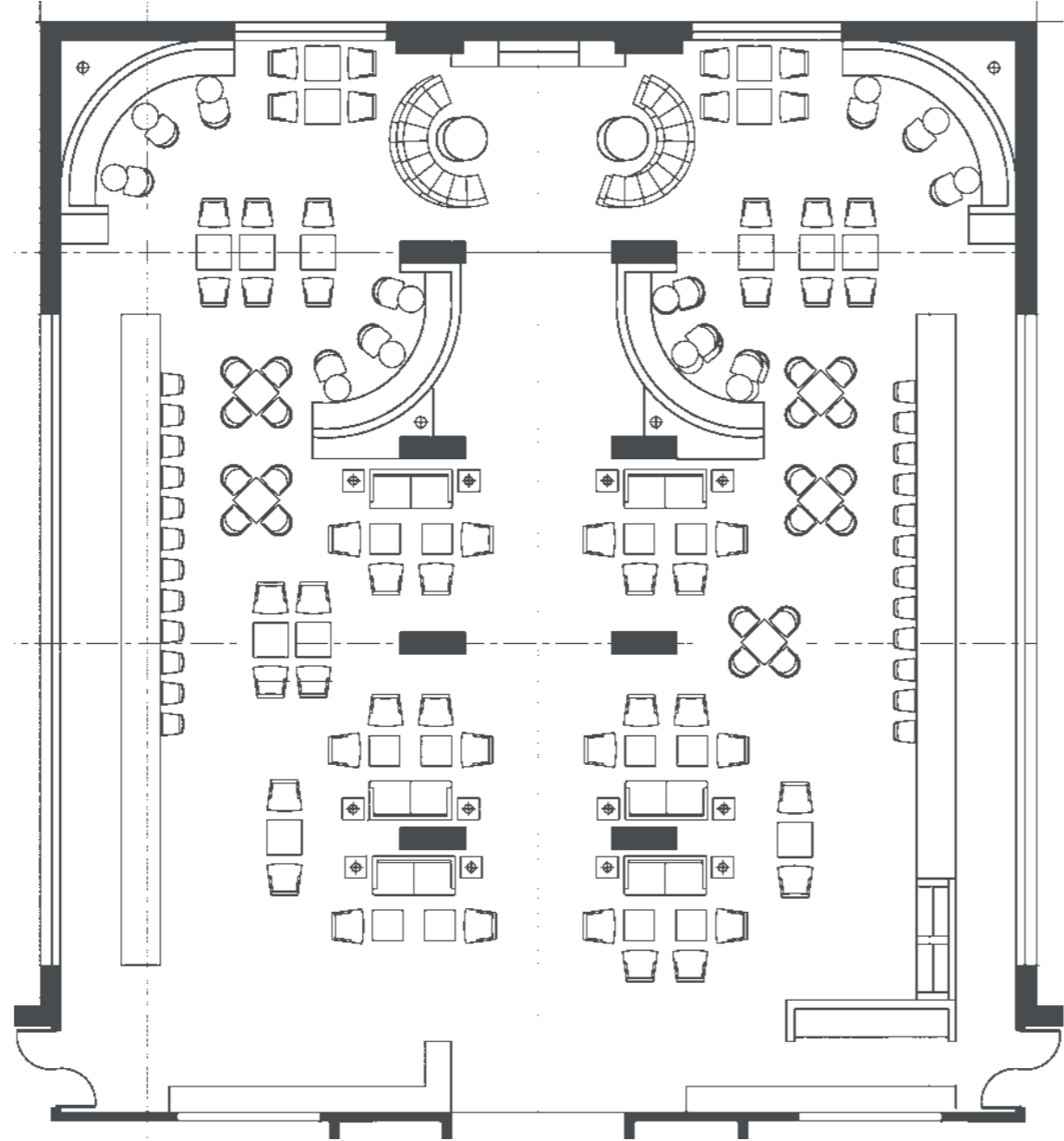
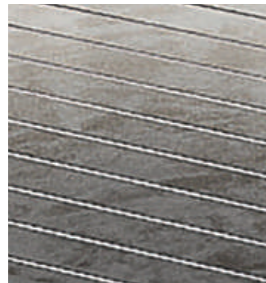
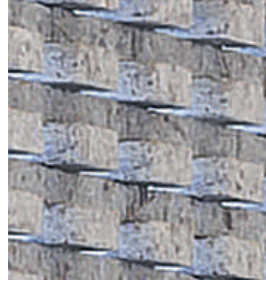
DISTINGUISHED IN ALL DETAILS From the touch of the cutlery and feel of the upholstery to the temperature of the lighting and font choice of the menu – every detail reflects a highly curated design that culminates in an unforgettable experience. With incredible haute cuisine that will take you on a journey and make you feel like you're on the edge of your seat. Accompanied by a world-class sommelier and waiting staff expertly trained in the art – and science – of personal hospitality.





THE COFFEE LAB

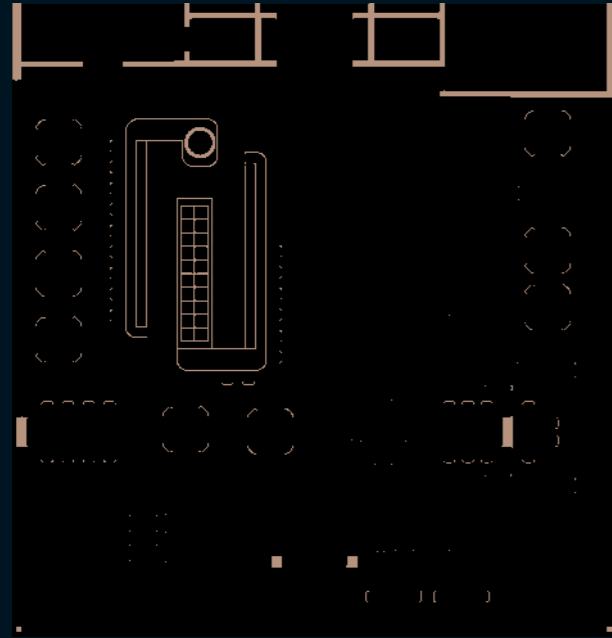




THE COFFEE LAB

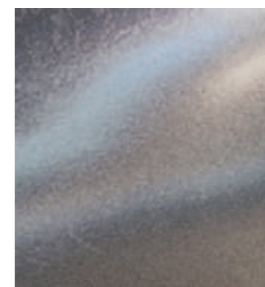
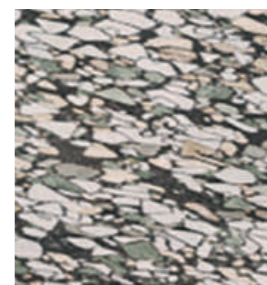
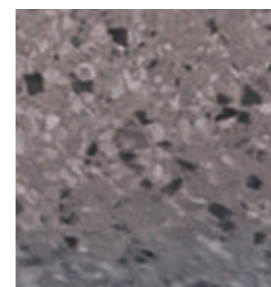
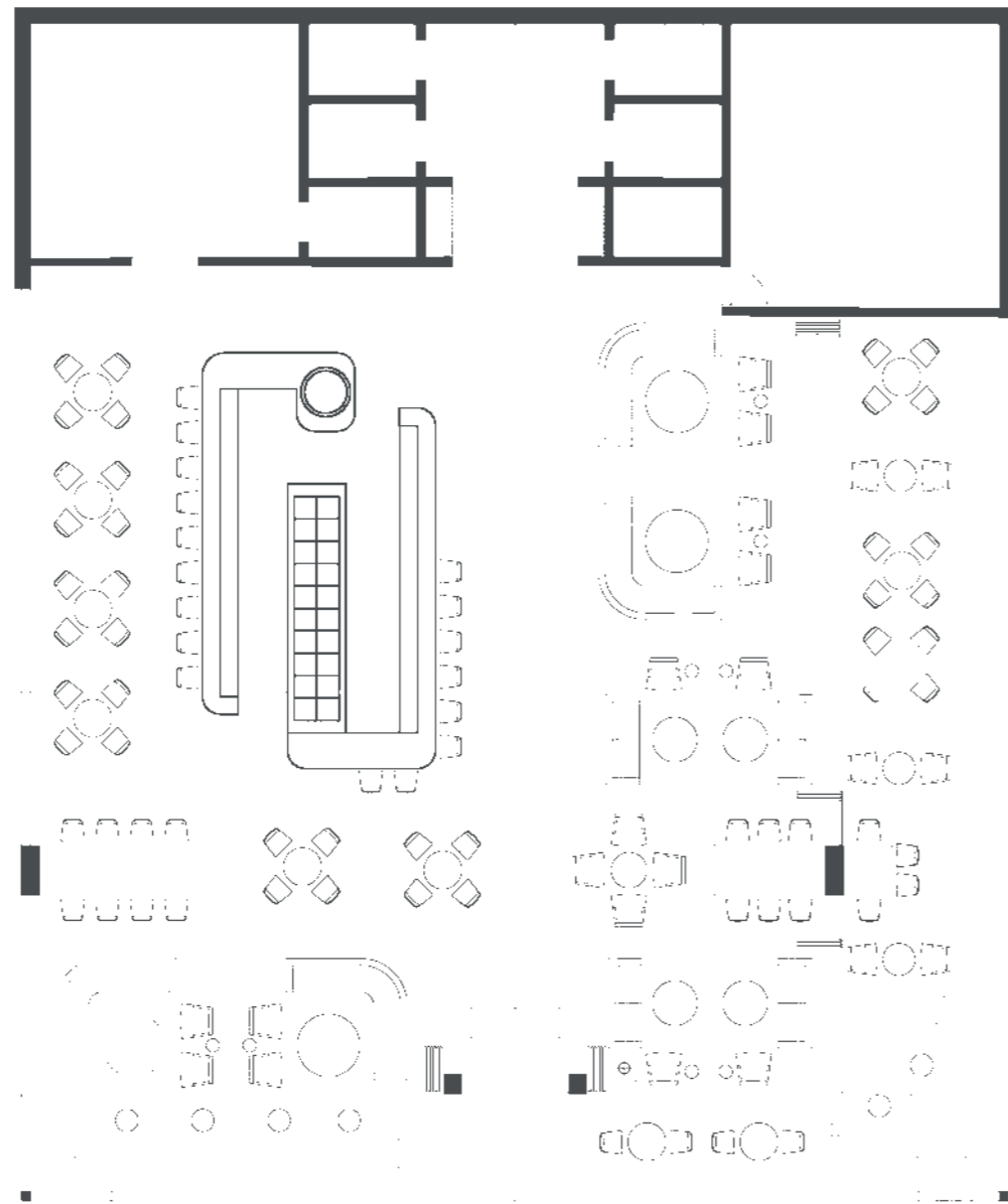
A UNIQUELY ENERGIZED SPACE Escape the cosmopolitan buzz to this serene yet striking lounge oasis and experience intelligent design, down to the last drop of coffee. Where sleek concept lines, sumptuous seating, and sweet aromas – not least the warmth and wow factor of the central fireplace – impact the space. With seamless service accompanied by a friendly smile. From award-winning bar staff and baristas whose talents include leaving you wanting more.

THE ROOFTOP BAR



THE ROOFTOP BAR

NEXT-LEVEL IN EVERY SENSE Head up to the top floor and be prepared to be astounded – at first glance by the incredible panorama that forms the backdrop. As you sit down on your barstool or settle in at your table, more delights await you: from the bold vision of the bar design to the exclusive finishing touches, highly attentive bar staff, and – not least – the large menu of bespoke beverages to suit every taste. This is the consummate haven – day and night, for both business and pleasure.



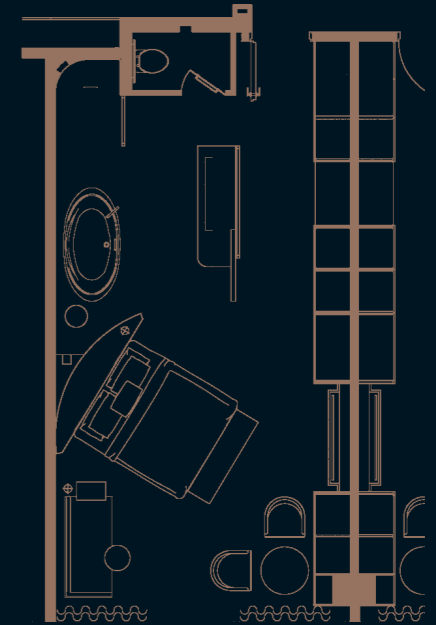
GUEST ROOMS &

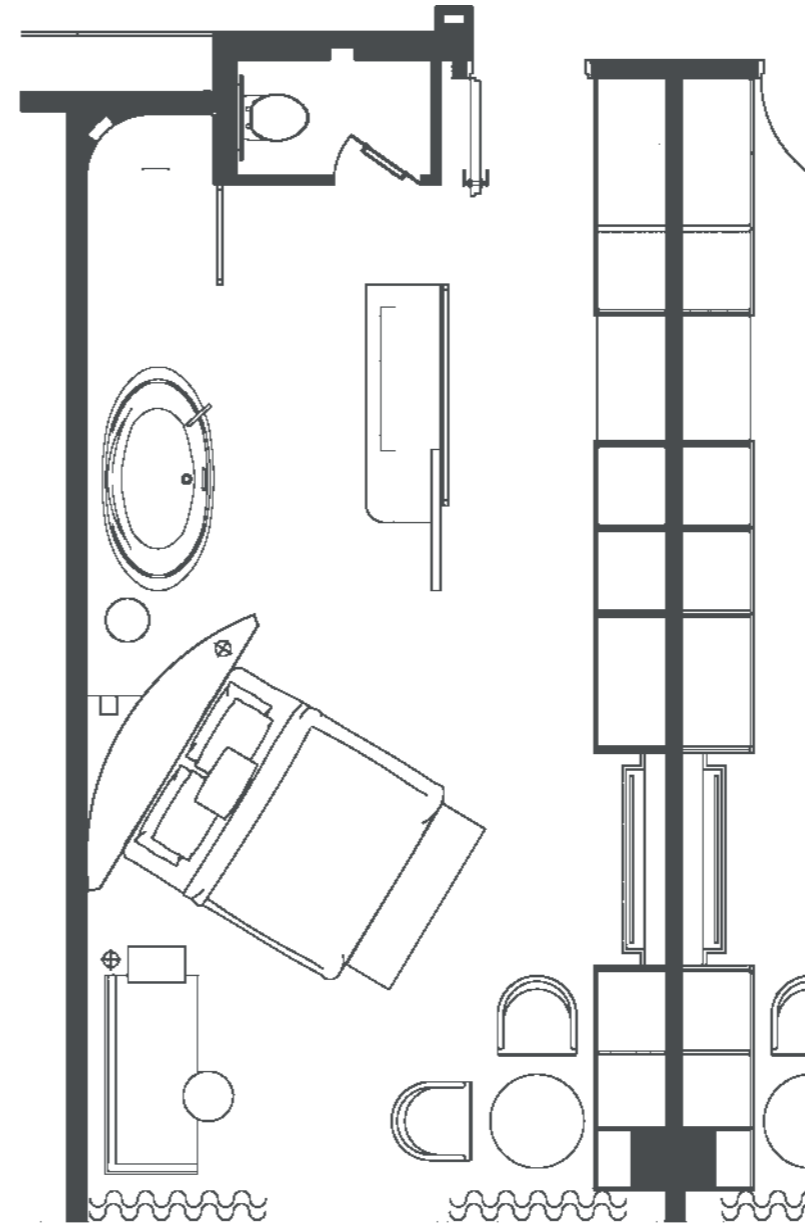
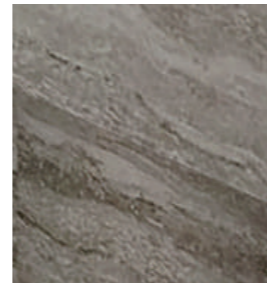
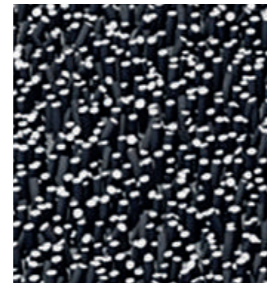
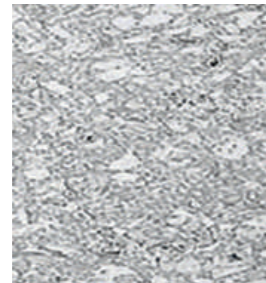
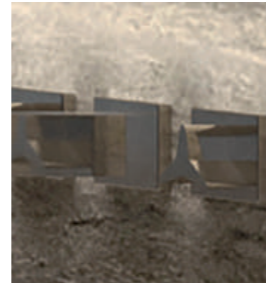
CONTEMPORARY REFINEMENT. LUXURIOUS COMFORT.
PERSONALLY CURATED. YOU CAN LOOK FORWARD TO
ALL OF THIS AND MORE. SPEND TIME RELAXING IN YOUR
PERFECTLY TAILORED, PRIVATE OASIS, AND YOU WILL
NOT WANT TO LEAVE.

SUITES



GUEST ROOMS

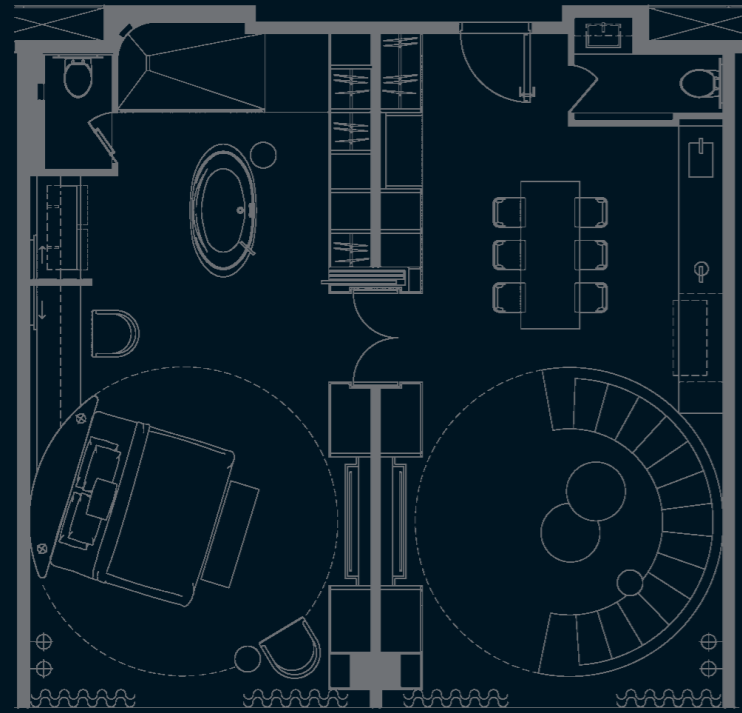




GUEST ROOMS

YOUR PERFECT SPACE Designed with a carefully conceived and unique room layout and beautifully crafted with exquisite materials and a curated mix of textures and finishes – exclusivity is in abundance here. Right down to the ambient lighting, soft-touch bedding, and high-tech gadgets. Experience subtle extravagance in a space that feels like a true home away from home. Complete with a dedicated room service that personalizes every guest's stay in truly special ways.

SUITES

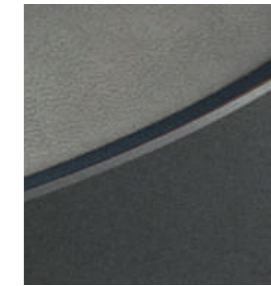
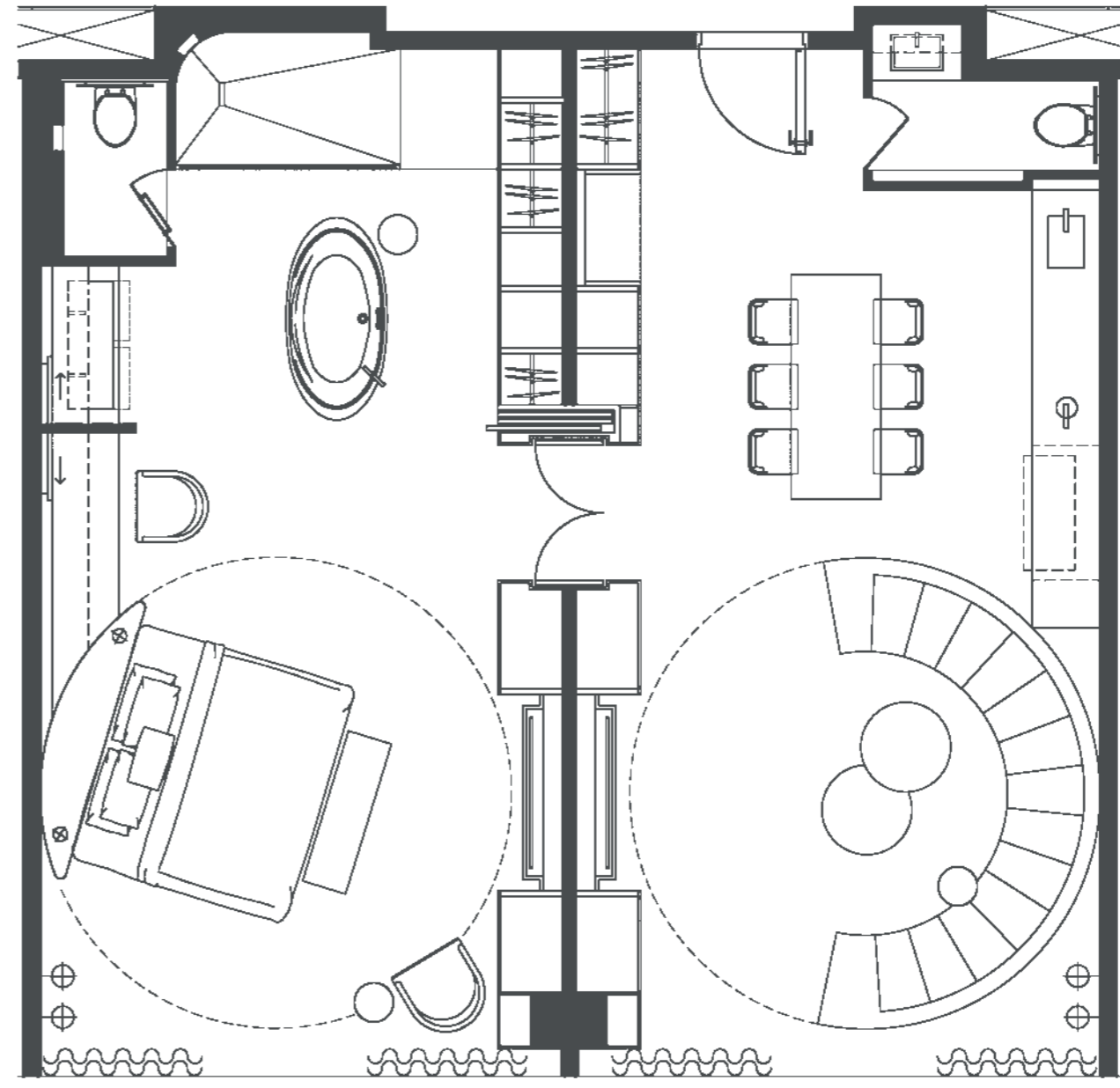
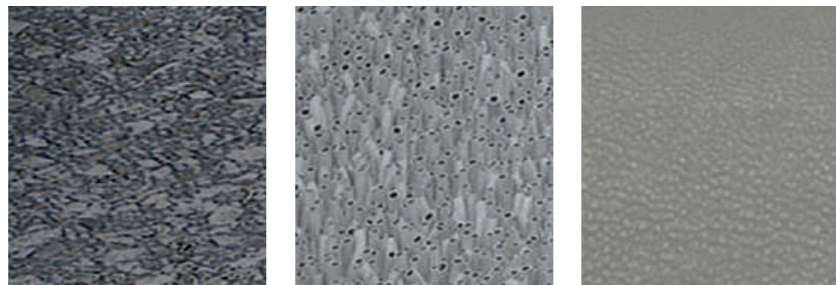


SUITES



SUITES

OUT OF THIS WORLD Both intimate and entertainment friendly, our suites offer an expansive retreat that includes a sitting room, dining area, and kitchen, as well as a sumptuous bedroom. The entire space, inimitably stylish with a purist feel, represents the epitome of sophisticated, modern-day living. Personal touches such as tailored gifts heighten the sense of premium refinement. And we stop at nothing to ensure an individual guest experience beyond comparison. If so requested, the hotel chef will even prepare a gourmet meal directly in guest suites. For an evening extravaganza to remember.



LOCATIONS

YOU WILL ALWAYS
FIND US IN THE
WORLD'S HOT SPOTS.

URBAN

WHICHEVER CITY YOU HAPPEN TO BE IN, YOU CAN BE SURE THAT OUR HOTEL IS LOCATED RIGHT AT THE HEART OF THE ACTION. AN OASIS OF CALM IN THE VIBRANT BUZZ OF THE URBAN JUNGLE, OCCUPYING A PRIME ADDRESS AMID THE BUSTLING ENERGY OF METROPOLITAN LIFE.



BEACHSIDE

HEAD TO TOP COASTAL DESTINATIONS
AROUND THE GLOBE AND COMPLEMENT
YOUR STAY WITH CASUAL-CHIC
VIBES AND A REFRESHING BREEZE.
TAKE A STROLL ALONG THE PRISTINE
WHITE SANDS OR A DIP IN THE WARM,
CRYSTAL-CLEAR WATERS. OR SIMPLY
TAKE IN THE SPLENDID VIEWS FROM
THE COMFORT OF THE HOTEL.



ALPINE

ENJOY PRIVILEGED ACCESS TO THE
WORLD'S MOST EXCLUSIVE ALPINE
RESORTS. WHERE FINE POWDER
SNOW AND MILES OF PISTES ARE
A PARADISE PLAYGROUND FOR SKI
ENTHUSIASTS. AND WHERE THE
MOUNTAIN SCENERY MAKES FOR A
SPECTACULAR BACKDROP BOTH IN
WINTER AND IN SUMMER.



U P C O M I

N G P R O

J E C T S

GREATER BAY AREA IN SHENZHEN

THE CHINESE GOVERNMENT IS COMMITTED TO DEVELOPING THE GREATER BAY AREA INTO A WORLD-CLASS BAY AREA, ON THE SAME SCALE AS THE NEW YORK AND SAN FRANCISCO BAY AREAS IN THE UNITED STATES, AND THE TOKYO BAY AREA IN JAPAN. SHENZHEN IS POSITIONED AS AN ECONOMIC HUB OF NATIONAL IMPORTANCE AND A CAPITAL OF INNOVATION AND CREATIVITY. AS ONE OF THE FOUR LEADING CENTERS IN THIS GREAT BAY AREA, IT WILL DRIVE THE DEVELOPMENT OF THE WHOLE PEARL RIVER DELTA.



GREATER BAY AREA IN SHENZHEN



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HOTELS

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