

## THE SWATCH ART PEACE HOTEL CONCEPT

The Swatch Art Peace Hotel is conceived as a focal point of contemporary art in Shanghai, China's most vibrant and fascinating city. Its unique operational concept blends a retail environment with an exhibition area and an artist residency where artists live and work.

Selected artists from around the world are chosen by an international committee and invited by Swatch Group to live and work during 3 to 6 months in one of the 18 workshops and apartments on the premises. An invitation represents a unique opportunity for artists from a broad range of creative disciplines to meet on a daily basis, to exchange ideas and to work together in an extraordinary creative environment.

Swatch has been working closely with artists for more than thirty years. The Swatch Art Peace Hotel represents a further commitment to support artists and their work. Swatch loves art and believes that artists, with their messages, freedom, energy and focus, contribute to making the world a better place.

Complementary to the artist workshops, the Swatch Art Peace Hotel features four exclusive themed suites and other striking rooms, all of which can be used for small events, media meetings, exhibitions or accommodation for special guests.

Dazzling boutiques representing three of Swatch Group's most iconic brands – Blancpain, Omega and, of course, Swatch – are located on the ground floor of the Swatch Art Peace Hotel. Each respects the historic building's exquisite architecture while communicating the essence of the brand.

## ARTISTS

The Swatch Art Peace Hotel offers a unique artist residency program giving artists from China and around the world the opportunity to explore Chinese culture from a very privileged perspective.

More than 480 artists from 55 different countries have worked and lived in the workshops and apartments on the hotel's 2nd and 3rd floors.

Exchanges and interactions among visiting artists are always very lively, and many inspirational events have taken place. This includes not only several collaborations between creators of a different form of art - such as sculptors and dancers, writers and musicians and much more - but also the fruitful idea-sharing between Chinese and Western artists.

"Open studio" events encourage communication among artists, the management team, the local art community and the public. The diversity of disciplines and nationalities continues to grow and the "traces" left by artists include paintings, sculptures, installations, photographs, video and sound clips and much more.

All information about the online application process can be found on our website:

[www.swatch-art-peace-hotel.com](http://www.swatch-art-peace-hotel.com)



## THE BUILDING

Built in 1908 as the Palace Hotel and later known as the Peace Hotel South Building, today's Swatch Art Peace Hotel is located at the cross-roads of the Nanjing Road and the Bund in Shanghai's former financial district.

## RESTORATION PROJECT

The landmark Swatch Art Peace Hotel enjoys protected status as a cultural monument. Approved in 2008, the project was conceived and led by Swatch Group. Swatch Group selected a design agency to draw up plans for the hotel interiors, and work began that year.

The project drew upon the skills of experts in the field of historic preservation to ensure that due respect was paid to the hotel's heritage and status as one of Shanghai's best-known landmarks. Restoration experts made use of archival documents and period photographs to guide their work.

## LOCATION

As important to the city today as Fifth Avenue to New York and the Champs-Élysées to Paris, Shanghai's iconic avenue stretches for more than a mile along the west bank of the Huangpu River. Fifty-two buildings from the 19th and early 20th centuries were once at the heart of the foreign concessions.

Diverse architectural styles recall western European tastes ranging from Romanesque, Gothic, Renaissance and Baroque to Neo-Classical, Beaux-Arts, and Art Deco (Shanghai has one of the richest collections of Art Deco structures in the world). Today the Bund welcomes thousands of visitors every day to its monuments, restaurants, luxury boutiques and fashion houses, and special events attract even more.

## EXHIBITION SPACE AND EVENT FACILITIES

The Swatch Art Peace Hotel offers an incomparable setting for special events of all kinds. The exhibition room on the 1st floor features 480 square meters for art exhibitions. The space also offers a congenial environment for special presentations and thematic displays.

The gallery, a modern loft-style space situated on the 5th floor, is a multi-purpose venue where films, concerts and conferences along with cultural and commercial events can be held. The Swatch Art Peace Hotel provides allround event support within a unique artistic environment.

## TRANSPORTATION

Pudong International Airport  
50 km, 60 minutes by car

Hongqiao International Airport, Hongqiao Railway Station  
20 km, 30 minutes by car

Shanghai Railway Station  
6 km, 15 minutes by car

Shanghai South Railway Station  
15km, 25 minutes by car

## ADDRESS

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