



【新聞稿】

洗鍊奢華風格饗宴 古典歐風融合現代新美學 HOTEL PROVERBS Taipei 矗立台北東區 頂級海鮮牛排餐廳 亞洲50大最佳酒吧

華泰大飯店集團旗下 HOTEL PROVERBS Taipei 賦樂旅居，以傲然之姿，矗立於台北東區精華市中心，洗鍊奢華與沉穩靜謐交融的新美學空間，成為許多時尚潮流人士的享樂基地，於2016年加入 Design Hotels™ 會員並同步成為SPG合作夥伴。總計5種房型共42間奢華客房及頂樓景觀水池，並備有多功能廳，供會議、宴會、私人聚會使用，館內的高級海鮮牛排餐廳 TK SEAFOOD & STEAK 滿足每個老饕挑剔的味蕾，而名列亞洲50大最佳酒吧之一的 EAST END，則是盡情品味都會夜色時光的最佳首選。

HOTEL PROVERBS Taipei 賦樂旅居位於台北市精華區 SOGO 忠孝館後方，佔盡地利之便，後現代主義及精緻工業風格非常吸睛，從裡到外全是由知名設計師陳瑞憲量身打造。剛硬的黑色外觀結合神秘、奢華、環保等概念，綠建築的設計手法，以網為媒介，讓大片陽光恣意灑落進室內，並種植許多綠色植栽，和諧地將自然與現代融為一體，讓人耳目一新。室內空間以沉穩紅銅、圓潤木質、手感皮料及細膩織品等元素為設計底蘊，在時尚中依然保有「家」的溫度。陳瑞憲擅長將老東西和新東西結合在一起，例如天花板的浮雕黑鐵片，曾經裝飾在歐洲的百年古堡中，而今在此與八盞華麗水晶燈互相輝映，在歷史痕跡上刻畫出新的生命。客房坪數從9.7坪至14.6坪，每一間客房皆以獨特且充滿個性化的構思設計，規畫以「區」為概念，沙發區、床區、沐浴區等，不以一般邏輯定位，例如住客一推開門就是浴缸的特殊房型，顛覆傳統對空間格局的既定印象，讓旅客充分感受到對家的「幻想」，充分體現 HOTEL PROVERBS Taipei 賦樂旅居的品牌精神 "Indulge Yourself"，展現細膩品味與肆意享樂的生活態度。

而老饕們若是造訪 HOTEL PROVERBS Taipei 賦樂旅居，也絕對不會讓自己的味蕾失望，位於一樓的 TK SEAFOOD & STEAK，是台灣首屈一指的高溫直火、爐烤牛排專家，由蔡泰源主廚領軍，將獨家熟成及爐烤技術運用在頂級牛排、漁獲及新鮮食材上，並搭配自有農場每日現採蔬果，將料理之間的獨特風味表現得淋漓盡致。挑高三層樓的大廳空間，八盞奧地利水晶燈光在鏡面中相互折射輝映，地板使用義大利仿舊巧拚磚，讓賓客墮罩在一片夢幻的光影變化裡。入口處的玫瑰岩磚熟成櫃中展示著自家乾式熟成頂級牛肉，開放式廚房散佈輕鬆愉悅的工作氣氛，拉近廚師跟客人的距離。頂級熟成牛肉、鴨胸或海鮮等食材，以鎮店之寶西班牙國寶級烤箱 JOSPER 烘托，讓食材本身香味與燒烤香氣完美結合，出爐前再使用1866年成立之美國田納西州波本威士忌酒廠 JACK DANIEL'S 的白橡木桶木屑浸濕燻烤，浸濕的水氣讓食材又多了威士忌成熟又豐富的香味，多層次的口感，滿足每個饕客的味蕾。



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喜愛夜生活的旅客，不需步出飯店，就能在位於3樓的亞洲最佳50大酒吧之一的 EAST END 擁有放鬆的夜色時光。EAST END 發想源自英國倫敦市東側以酒吧和庶民文化聞名的同名區域，為台灣首間入選 Asia's 50 Best Bars 亞洲五十大最佳酒吧的飯店型酒吧，同時也是 Design Hotels™ 國際級雞尾酒酒吧。獨具個性的風味調酒和陣容堅強的調酒師團隊，是國內、外調酒大賽的常勝軍。獨樹一格的設計感，構成台北罕有的酒吧空間。店內雞尾酒著重氣味與口感之層次堆砌，實力深厚的調酒師團隊積極鑽研國際趨勢，邀請海外名家客座，只求賓客得以享受世界級城市水準的美食佳釀。EAST END 揉合質感環境氛圍、自然細膩服務，以及專業出色的餐酒食藝，無論白天夜晚，都可以在這裡找到全然放鬆、恣意沈醉的新玩樂體驗。

在華美空間與美食美酒的圍繞下，HOTEL PROVERBS Taipei 賦樂旅居悉心準備了一場融合五感的極致風格盛宴，呈現每一位旅客獨特而動人的故事，一同揚起對美好生命的追逐與渴望。

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www.hotel-proverbs.com

訂房專線 +886 2711 5539

訂房信箱 reservation@hotel-proverbs.com

TK SEAFOOD & STEAK

營業時間

早餐 / 06 : 30 - 10 : 00 (semi buffet)

午餐 / 12 : 00 - 15 : 00 (last order 14 : 30)

晚餐 / 17 : 30 - 22 : 00 (last order 21 : 30)

訂位專線 / +886 903 393 008

EAST END

營業時間

週日 - 週四 / 14 : 00 - 01 : 00

週五 - 週六 / 14 : 00 - 02 : 00

訂位專線 / +886 903 531 851



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房價表 **TARIFF**

| 房型 | 坪數 / 面積 | 價格 |
|------|--------------------------|------------|
| 都會客房 | 9.7坪 / 33m ² | NTD 15,000 |
| 精采客房 | 10.8坪 / 37m ² | NTD 16,000 |
| 豪華客房 | 11.2坪 / 38m ² | NTD 18,000 |
| 卓越客房 | 12坪 / 41m ² | NTD 19,000 |
| 賦樂客房 | 14.6坪 / 49m ² | NTD 21,000 |

*房價需另加收10%服務費及5%稅金

【新聞連絡人】 華泰大飯店集團 行銷公關部

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【Press Release】

BLENDING SOPHISTICATION & LUXURY, EUROPEAN CLASSIC & MODERN AESTHETICS

HOTEL PROVERBS Taipei PROUDLY STANDS IN THE EAST OF TAIPEI WITH PREMIUM STEAK RESTAURANT & ONE OF ASIA'S 50 BEST BARS

Standing proudly in the bustling East District of Taipei, HOTEL PROVERBS Taipei, one subsidiary of GLORIA HOTEL GROUP, is a congregating venue for trendsetters and socialites with its unique design aesthetics of blending sophistication, luxury, serenity with tranquility. In 2016, the hotel has become a member of Design Hotels™ and a partner of SPG. There are 42 luxurious rooms in 5 types, an exquisite landscaped pool on the rooftop, and a variety of multifunctional rooms for conferences, banquets, and private get-togethers, while its premium steak restaurant TK SEAFOOD & STEAK satisfies the most picky gourmets and EAST END, one of Asia's 50 Best Bars, offers the best place to go for enjoying the nights in the city.

Located behind the SOGO Department Store Zhongxiao, this conveniently situated hotel is extremely eye-catching with its post-modernism and refined industrialism combined aesthetics designed inside and out by renowned architect Ray Chen. The black, rigid exterior combines mystery, luxury, and environmental consciousness and green building concept by using meshes to bring in abundant sunlights and planting numerous plants and to harmoniously, refreshingly blend the nature and modernism. The interior of the hotel is decked out in sedate copper, mellow wood, textured leather, delicate fabrics and other elegant materials to keep the warmth of "home" while being trendy. Ray Chen is an expert in combining the old with the new, such as the black iron sheets on the ceiling that had decorated a centuries-old European castle, and now are reflecting the eight crystal chandeliers here, therefore create a new life on the marks of time. The guest rooms range between 33m² and 49m² in size, each with unique and individualized design, are divided conceptually into "sections": lounge section, sleeping section, the bathing section, etc. None of these areas has its own fixed location, nor are they positioned in the usual logical way. Such as the special type room with bathtub at the entrance that defies the stereotype of floor plans and fulfills the guests' "fantasy" of home. This is also the embodiment of HOTEL PROVERBS Taipei's spirit "Indulge Yourself" that shows you both the delicate taste and carpe diem life style.

And for the gourmets, a visit to HOTEL PROVERBS Taipei will never leave their taste buds disappointed either. Located on the first floor, TK SEAFOOD & STEAK, lead by Chef Jack Tsai, is one of the top experts in high-temperature, direct fire, oven-roasted steaks in Taiwan and by applying the exclusive aging and oven-roasting techniques on premium steaks, seafood and fresh ingredients, along with daily harvested fruits and vegetables from private farm, the restaurant brings out the best of these ingredients' flavors. In this



【Press Release】

three-story high lobby space decorated with mirrors reflecting lights from eight Austrian crystal chandeliers and collaged floor of vintage Italian tiles, the guests are bathed in a dreamy montage of light and shadow. At the entrance, the rhodonite aging cabinet displays house dry-aged premium beef, while the open kitchen diffuses a relaxed, fun working atmosphere that brings diners and chefs closer. Premium ingredients such as aged beef, duck breasts and seafood are roasted in the Spanish JOSPER oven, the secret weapon of the restaurant, to perfectly integrate the aromas of the ingredients and grilling. Before been taken out of the oven, the ingredients are smoked with steam from soaked debris of white oak barrels once held bourbon whiskey from JACK DANIEL's the American distillery founded in Tennessee in 1866. The moisture from the steam adds another layer of ripe and rich aroma of whiskey to the ingredients and makes them more satisfying to all food-lovers.

For the night-owls out there, there is no need to go out for EAST END, one of Asia's 50 Best Bars, is right inside the hotel on the third floor. EAST END, inspired by the same-named area known for its bars and plebeian cultures in east London, is the first hotel bar in Taiwan titled with "Asia's 50 Best Bars" and one of Design Hotels™'s international cocktail bars. The characteristic cocktails and strong bartender team are frequent winners of both domestic and international cocktail competitions. Its unique design has created a rare bar space in Taipei. The cocktails here focus on layers of both aroma and taste, and the strong bartender team are keen on global trends and frequently invite renowned foreign guest bartenders to provide visitors with the best enjoyment of world-class delicacies and drinks. EAST END are offering visitors total relaxing, indulging fun experiences, day and night, with its upscale environment, natural, delicate services, and professional, outstanding cuisine and food pairing.

With its splendid space, delicacies and drinks, HOTEL PROVERBS Taipei is a space for every traveler to tell their own story. We strive to provide a veritable buffet for the senses of taste, sight, and touch for each and every guest, and together we'll embark on the pursue of the fine things in life.

HOTEL PROVERBS Taipei

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TK SEAFOOD & STEAK

Business Hours

Breakfast: 6:30 am - 10:00 am (semi-buffet)

Lunch: 12:00 pm - 3:00 pm (last order 2:30 pm)

Dinner: 5:30 pm - 10:00 pm (last order 9:30 pm)

Reservations: +886 903 393 008

EAST END

Business Hours:

Sunday - Thursday: 14:00 pm - 1:00 am

Friday - Saturday: 14:00 pm - 2:00 am

Reservations: +886 903 531 851

Room Rates

| Room Type | Room Size | Price |
|---------------|------------------|------------|
| Urban Room | 33m ² | NT\$15,000 |
| Classic Room | 37m ² | NT\$16,000 |
| Deluxe Room | 38m ² | NT\$18,000 |
| Premium Room | 41m ² | NT\$19,000 |
| Proverbs Room | 49m ² | NT\$21,000 |

*Rates are subject to 10% service charge and 5% tax

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