



Soundwill Plaza II – Midtown Opening of “Midtown POP” and “Lamborghini Museum”

[22 May 2014 – Hong Kong] To support local and overseas artists, and to spread the knowledge and joy of art, Soundwill Group is pleased to introduce **Midtown POP** to the public, a new 7,000 sq. ft. cultural and artistic hotspot in 17/F Soundwill Plaza II – Midtown. Opened in May 2014, the multi-purpose exhibition platform will cater an array of art events.

Soundwill Group is committed in promoting local art activities and community culture, and has been actively organizing various exhibition and events. **Midtown POP**, a new multi-purpose exhibition space in 17/F Soundwill Plaza II – Midtown, is situated in the heart of Causeway Bay and is in close proximity to the famous shopping boulevard of Russell Street and the array of elite consumers and international brands it attracts.

Midtown POP means “art and creativity beyond boundaries”. The Group anticipates **Midtown POP** to become a unique platform to promote the development of local art through various enjoyable activities. Soundwill Plaza II – Midtown and Avenue des Arts Gallery has invited talented street artists from France to create site-specific installation and exhibitions in the heart of Causeway Bay. With over 4,000 sq. ft. of space, artists including Nasty, Marc Allante, Hopare, and others will exhibit their creations at **Midtown POP**. The public can view these unique installations in a free exhibition from 30 May 2014 to 29 June 2014.

「**Soundwill Plaza II – Midtown**」 aims to attract a unique blend top-tier restaurant brands to cater the diverse culinary preference of food lovers in Hong Kong. As of today, the development has secured prominent restaurant brands and the hip dance studio “Russ Dance Factory” as tenants. Prominent restaurant tenants include the 12,000 sq. ft. “Jamie’s Italian” founded by renowned celebrity chef Jamie Oliver; stylish Cantonese cuisine “Zen Too by Zen”; traditional Korean restaurant “Kaya”; “The Penthouse by Harlan Goldstein” and “Sushi To by Harlan Goldstein”; and Woolloomooloo Group’s “Woolloomooloo Prime” and “The Chop House”. (Please refer to the below table for details).

Soundwill Group will continue to source quality business partners to enrich the tenant portfolio of 「**Soundwill Plaza II – Midtown**」, thereby bringing the utmost shopping and dining experience to customers.



	Area (s.f.) (approx.)	Tenant
2/F	12,100	Jamie's Italian
3/F	7,300 (incl. 4,800 sq. ft. podium)	The Chop House (under Woolloomooloo Group)
7/F	6,800	Russ Dance Factory
8/F	7,700	Zen Too by Zen
9/F	7,800	Kaya Korean Restaurant
27/F & 28/F	14,800 (incl. 1,500 sq. ft. podium)	Woolloomooloo Prime
29/F	7,190	Sushi To by Harlan Goldstein
30/F	7,190	The Penthouse by Harlan Goldstein

About 「 Soundwill Plaza II – Midtown 」

「 Soundwill Plaza II – Midtown 」 is a 31-storey building with a gross lettable area of approximately 217,000 sq. ft. and will become the new iconic landmark of Causeway Bay. Located in Causeway Bay and adjacent to the famous shopping boulevard of Russell Street, the development boasts unparalleled geographic advantage, with stunning views of Victoria Harbour and Causeway Bay's bustling metropolitan landscape.

「 Soundwill Plaza II – Midtown 」 aims to deliver the utmost shopping experience with its diverse range of shopping and entertainment choices. The ground floor to 2/F features 35,000 sq. ft. of retail space with open dining areas. The ground floor to 2/F is approximately 11,000 – 12,000 sq. ft. per floor; standard floor areas range from 6,800 – 8,600 sq. ft. per floor offering flexible layout designs. With an ingenious architectural design and professional management team, the development will definitely become the destination of choice in Causeway Bay for international brands and popular restaurant chains.

About Soundwill Holdings Limited

Established in 1978 and listed on the Main Board of the Hong Kong Stock Exchange in 1997, Soundwill Holdings Limited is principally engaged in old building assembly and acquisition, commercial leasing, property development and urban infrastructure in China.

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Soundwill Group Executive Director, Ms. Vivian Chan with Albert Wong and Josephine Lee, Director and Public Relations Director of Lamborghini Hong Kong



Soundwill Group Executive Director, Ms. Vivian Chan with artists



Soundwill Group Executive Director, Ms. Vivian Chan