

The hotel offers an elevated guest experience that pays homage to Jingdezhen's heritage of ceramic craftsmanship

CHICAGO (October 5, 2021) – [Hyatt Hotels Corporation](#) (NYSE: H) today announced the opening of Taoxichuan Hotel, a truly one-of-a-kind addition to The Unbound Collection by Hyatt brand. The 196-room hotel has been developed as part of the landmark Taoxichuan cultural and creative quarter in the heart of downtown Jingdezhen, offering a distinctive, sophisticated experience for the many talented artists and guests visiting the “porcelain capitol” of China.

A vibrant city in China's southern Jiangxi province, Jingdezhen is infused with the spirit of innovation and creativity, as residents of the city have been producing fine porcelains spanning many centuries and imperial dynasties. The city's population is comprised of more than 30,000 artists, one of the highest concentrations of artistic talent in China. Taoxichuan Hotel warmly welcomes these creative individuals, bridging history with a new era of ceramic craftsmanship expressed through the contemporary design inspired by the ceramic culture of Jingdezhen.

Conveniently located within a five-minute walk from Ceramic Art Avenue Taoxichuan, guests can discover the city's centuries-old heritage alongside a new generation of present-day ceramics in an energizing mix of museums, galleries, markets and shops. The hotel's superb location is also surrounded by many scenic spots and is a convenient 25-minute drive from the Northern High Railway Station and Luojia Airport, which provide direct connection to other key cities in the region.

“We are delighted to expand The Unbound Collection by Hyatt brand in China with Taoxichuan Hotel, a modern retreat that pays tribute to the city's heritage and craftsmanship in a thought-provoking, contemporary style,” said Stephen Ho, president of growth and operations for Asia Pacific, Hyatt. “We look forward to welcoming guests and immerse them in story-worthy experiences within one of China's most culturally inspiring destinations.”

Rooms and suites

Occupying three interconnected buildings and designed by Britain's acclaimed David Chipperfield Architects, Taoxichuan Hotel houses 196 spacious guestrooms, including seven suites, where guests can enjoy an atmosphere of calm amid a palette of warm colors and earthy textures of wood, leather, canvas and ceramic tiles. Terracotta elements connect guests to the earth and cobalt blue accents, which are also inspired by traditional porcelain designs are found throughout each guestroom. Additionally, all guestrooms are furnished with modern comforts, luxurious amenities and artisanal elements crafted from ceramic, while private balconies provide the ideal spot to take in the city views.

Refreshing culinary experiences

Guests can enjoy complex flavors showcasing authentic local and regional Chinese cuisines at the hotel's Cobalt Restaurant. Featuring modern interior design rooted in Jingdezhen's classic cobalt blue and white porcelain, the restaurant is conceived as an extension of an adjacent outdoor garden, providing a lively picnic-in-the-park dining experience. For special occasions, Cobalt Restaurant also offers four private dining rooms with butler service. For guests seeking a quiet space to unwind or socialize, Emerald Lounge serves light bites, afternoon tea and an extensive selection of fine teas, wines and cocktails.

Space to re-energize

After a day of work or exploring, guests can recharge with a swim in the hotel's heated indoor pool or with a workout in the 24-hour fitness center, fully equipped for a complete exercise regime.

Versatile event venues

Taoxichuan Hotel offers a captivating environment for gathering with 14,638 square feet (1,360 square meters) of flexible meeting and event space equipped with the latest technology. A high-ceilinged, pillar-free ballroom provides an exceptional venue for wedding celebrations, exhibitions and cocktail parties. Five meeting rooms in a variety of sizes provide an inspiring environment for board meetings, training and seminars, complemented by all-inclusive meeting packages and Hyatt's attentive service.

Story-worthy discoveries

Guests are invited to immerse themselves in the creative atmosphere and local culture of Jingdezhen in unique experiences offered at Taoxichuan Hotel. This includes courses on Song Dynasty tea art by using locally designed China tea sets. Guests can also get a first-hand experience of ceramic-making, taught by renowned local craftsmen. Personalized and distinct for each guest, the Taoxichuan Hotel concierge team can also offer additional signature journeys that allow guests to forge their own unique tales throughout Jingdezhen.

“We are excited to welcome guests to Taoxichuan Hotel, where they can be exposed to the rich cultural experiences and the

creative energy of the city,” said Howard Li, general manager, Taoxichuan Hotel. “Our urban retreat offers a sanctuary of comfort and sophistication inspired by the city’s history, culture and art, and is the perfect starting point for guests to embark on an unforgettable journey of discovery.”

Guided by its purpose of care, Hyatt’s multi-layered Global Care & Cleanliness Commitment further enhances its operational guidance and resources around colleague and guest safety and peace of mind. More information on Hyatt’s commitment can be found here: [hyatt.com/care-and-cleanliness](https://www.hyatt.com/care-and-cleanliness).

For more information, please visit www.taoxichuanhotel.com.

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For further information:

The Unbound Collection by Hyatt

More than a compilation of independent, one-of-a-kind hotels, The Unbound Collection by Hyatt brand is a thoughtful curation of stories worth collecting. Whether it’s a modern marvel, a historic gem or a revitalizing retreat, each property provides thought-provoking environments and experiences that inspire for guests seeking elevated yet unscripted service when they travel. For a full list of hotels in the collection, visit unboundcollection.hyatt.com. Follow @UnboundxHyatt on [Facebook](https://www.facebook.com/unboundxhyatt) and [Instagram](https://www.instagram.com/unboundxhyatt) and tag your photos with # UnboundxHyatt.

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