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Contact:
Krystal Solorzano
+65 6571 7396 (voice)
ksolorzano@watg.com (e-mail)

WATG to design the first Embassy by Hilton in Asia Pacific **Design firm helps redefine hospitality in Hainan**

Singapore, June 2015 – Hilton Worldwide and Syncept Investment Group Co., Ltd. recently announced the development of the first Embassy by Hilton in the Asia Pacific. The hotel will be located on the resort island of Hainan in the city of Bo’ao, China.

WATG Singapore has been selected as the lead architect for this flagship property. With a long collaborative working relationship with Hilton and a strong understanding of the Hainan hospitality market, WATG is positioned with the experience to execute a successful new destination for Syncept Investment Group and Hilton Worldwide.

The signing event was hosted by Mr. Zhang Weike Chairman of Syncept Investment Group Co., Ltd., and special guests included Hilton’s Mr. Bruce McKenzie, senior vice president, operations – Greater China and Mongolia. Also in attendance was Dave Moore, senior vice president and chairman of the board of directors at WATG. Moore has been an integral part of WATG’s growth in the Asia Pacific and currently manages the Singapore office.

“We are thrilled to be working with Syncept Investment Group and Hilton Worldwide on the development of the first Embassy by Hilton in Asia Pacific,” says Moore. “As a firm we have worked with Hilton for more than 30 years and we look forward to being a part of the visioning and growth of the Embassy brand.”

The Embassy by Hilton will be catering to the domestic and international traveler and be situated to take advantage the special environment in Bo’ao. “The introduction of this new brand opens unique opportunities to bring a new and fresh experience to the Hainan hospitality market. It’s about doing great design that will focus on guests and their experiences throughout the resort. We look forward to working with Syncept Investment Group and Hilton to redefine hospitality in Hainan,” added Moore.

About WATG

WATG is celebrating 70 years of design excellence in 2015. Over the course of the last seven decades WATG and affiliated design studio Wimberly Interiors have become the world's leading design consultants in the hospitality industry. With offices in Irvine, Los Angeles, New York, London, Istanbul, Dubai, Singapore, and Honolulu, the full-service design firm is best known for creating internationally acclaimed destinations in 160 countries across six continents. WATG offers a broad range of design services including strategy, planning, architecture, urban design, landscape, and interior design for urban, mixed-use, tourism, entertainment and resort destinations. WATG's projects are renowned not only for their design and sense of place but also for their bottom-line success. Explore more at watg.com

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