



FOR IMMEDIATE RELEASE

**World's first Oakwood Studios Officially Opens in Singapore,
*Unveiling a Completely Redefined Serviced Apartment Experience***



SINGAPORE – 3 March 2017 – Oakwood Studios Singapore officially unveils the best kept secret in town – a completely redefined serviced apartment experience. Located just off Orchard Road, the new serviced apartments are designed to cater to individuals with a millennial mindset. The property consists of 98 apartments – studio, one- and two-bedroom apartments – which all have fully-equipped kitchens, stylish interiors and tech amenities.

The opening of Oakwood Studios Singapore marks a milestone for Oakwood Asia Pacific Ltd. The property is both the global unveiling of the Oakwood Studios product, as well as the first Oakwood-branded property in the country since the opening of its regional headquarters in Singapore in 1997.

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“We are delighted to unveil our brand new serviced apartment experience and concept to the world. With Oakwood Studios, we focus on the dynamic lifestyle needs of individuals with a millennial mindset,” said Dean Schreiber, managing director, Oakwood Asia Pacific Ltd. “These travelers seek more than just comfort; they thrive on experiences that are memorable and fun, and that is exactly what Oakwood Studios Singapore has to offer. We encourage our guests to move furniture, cook in the open kitchen and design their experience with our curated spaces. It really is kissing goodbye to the expected.”



Redefining the serviced apartment experience by offering curated intimate spaces for creators to work, live and connect in, Oakwood Studios Singapore is thoughtfully designed for residents to seamlessly transit between work and leisure, as well as to pursue independent explorations and new adventures. Unexpected touches throughout the property, ranging from the quirky designed interior, to modern art pieces that are regularly refreshed, to tech-enabled infotainment, provide elements of surprise that inject freshness into each stay, which are not commonly found in serviced apartments.



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Contemporary art pieces in common areas and apartments

The bespoke curation of art comes from LUMAS gallery, as part of a first-in-Singapore collaboration with the international art gallery. Both the common areas and apartments feature contemporary photography art from well-known artists such as Erwin Blumenfeld, Louise Dahl-Wolfe, Edward Kasper, Thierry Noir and Joe McDermott.

The LUMAS collaboration is further enhanced by the retail program in Oakwood Studios Singapore, whereby residents can purchase their favourite pieces directly off the wall.



Curated spaces for creators with a millennial mindset

Socialize, another innovative first, is the resident's lounge. Guests can mingle in the open kitchen and simply explore their culinary interests. Retreat, the outdoor garden terrace, is a great place for residents to attend a yoga class, be creative with a canvas, or simply chill with a good book. They can create their own space according to their interests.

Movable furniture dotted around the property allow for flexible work and meeting spaces, which again adds versatility to the property. Those with a musical interest will be able to rent a Steinway Gallery Singapore piano for their apartment.

And to round off the experience, the rooftop sky garden and entertainment deck, with Swim, the swimming pool and Sweat, the gymnasium, ensures that every guest will have their favorite space to enjoy our signature Oakwood hospitality with a twist.

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Tech-enabled spaces and amenities

Our partnership with Samsung sees Samsung's first hospitality installation of the irregular mirror video wall located in Socialize. Besides showcasing modern art pieces from well-known photographers and artists, the video wall can also run vibrant content specially created to interest and engage residents.



Besides this smart amenity, Oakwood Studios Singapore's tech-enabled spaces with high-speed wifi complement the technology-driven lifestyle of residents. In the apartments, the landline has been replaced by a smartphone, and an in-room tablet is provided so residents can request for in-house services with only a finger-tap. The smartphones, pre-loaded with useful information, as well as offering complimentary data & local calls, can be taken out of the property for ease of connectivity when travelling around the city. The smart phone also acts as the apartment key, offering mobile keyless entry.

In-room amenities that pamper

Residents will be able to indulge in luxurious in-room amenities that pamper. Through a partnership with Skin Inc, global leader of customized skincare, a mini Facial in a Flash Skin in-room bar concept - the first of its kind - is available in all apartments at Oakwood Studios Singapore, enabling residents to enjoy customized fuss-free beauty treatments that deliver results.

Residents may enhance this pampering experience by enjoying a curated tea-service offered by Monogram, which specializes in personalised tea experiences, or by savouring an aromatic cup of coffee by Nespresso, all in the comfort of their apartments. With these unexpected in-room features, Oakwood Studios Singapore aims to surprise and delight residents by allowing them the flexibility to curate their perfect stay.



About Oakwood Studios Singapore

Oakwood Studios Singapore is conveniently situated just off Orchard Road – Singapore’s prime shopping belt, and within close proximity to the city’s CBD district, attractions and trendy neighborhoods. Catering to travellers with a millennial mindset, the property’s prime location and curated spaces allow one to seamlessly alternate between work and leisure. Furnished for independent living, Oakwood Studios Singapore has 98 units of serviced apartments with fully-equipped kitchens and residents can choose from Studio, One- and Two-Bedroom apartments.

For more information on Oakwood Studios Singapore, please visit OakwoodAsia.com/singapore-orchard.

About Oakwood Asia Pacific

Oakwood Asia Pacific Ltd operates an award-winning portfolio of 33 Oakwood branded properties in 19 cities across eleven countries in Asia, with ongoing developments in strategic locations across the region. The Oakwood brand in Asia offers five products: Oakwood Premier, Oakwood Apartments, Oakwood Residence, Oakwood Studios, and Oakwood Suites, each designed for a different lifestyle. Oakwood Premier caters to travelers who seek luxury and style, combining impressive apartments with amenities and services of luxury hotels. Oakwood Apartments provides value-for-money accommodation with modern essentials located in the heart of the city for independent travelers whilst Oakwood Residence offers spacious and elegant apartments that capture all the comforts of home for relocating families and travelers. Catering to global nomads, Oakwood Studios adds a new dimension to urban city stays, offering curated spaces for creators. For jetsetters and senior executives seeking respite, Oakwood Suites offers comfort in a private and exclusive environment, allowing guests to rejuvenate with their every need attended to.

For more information about Oakwood Asia Pacific Ltd and its award-winning properties and locations, please visit OakwoodAsia.com

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