



THE MIDDLE HOUSE
SHANGHAI



FOR IMMEDIATE RELEASE

The Middle House Boosts its Commitment to Health & Wellbeing

Shanghai House partners with Space to offer a range of in-room workouts

Shanghai, April 2019 Appeasing travellers who are hoping to keep fit on the go, The Middle House has announced a new partnership with SPACE to offer a selection of video workouts that can be completed in-room. The new workouts complement the existing wellness offerings at the Shanghai House, including urban wellness destination, MI XUN SPA | THE LAB | SHOP.

SPACE is changing the fitness experience with its multi-modality and signature styles of CYCLE, BARRE, YOGA, MOVES and HIIT. Asia's leading active lifestyle company operates premium boutique fitness studios throughout China and Taipei, combining fitness and entertainment to create a revolutionary fitness 3.0 model, leveraging music, pop culture and world-class innovative teaching and training methods. Their new partnership with The Middle House will offer a tailored thematic live fitness experience that integrates music and entertainment with group fitness. Each of the workouts has been specifically created by their expert trainers to suit the needs of business and leisure travellers. Additionally, guests of The Middle House are welcome to enjoy complimentary classes at the SPACE studio, located next door to the hotel.

Matthew Allison, Founder of SPACE said, "SPACE is excited to bring inspirational classes and teachers to the rooms at The Middle House. Our mission is to inspire guests to recharge, refresh and stay active within SPACE, and we're delighted to extend this to help guests find a healthy home away from home."

The in-room workout menu will consist of a variety of workouts, which each last for just 5-10 minutes, enabling busy guests to easily slot their training around their existing schedule. The **No Equipment Workout** uses all-purpose conditioning exercises specifically designed for frequent fliers, who may not have time to adhere to a regular gym routine. The **Travel Refresh** uses rejuvenating yoga sequences to refresh guests who have endured a long journey, whilst **Rise & Shine Energizer** incorporates a series of mindful yoga techniques to energise guests for the day ahead. **Tummy Toning** focuses on building abs, whilst **Fat Burner** is an intense HIIT session, designed to burn off extra calories.

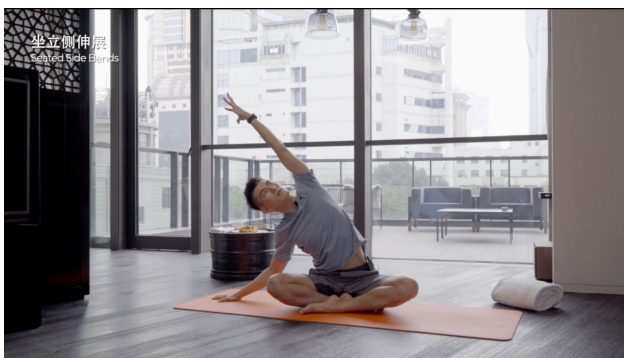


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“SPACE is at the cutting edge of the live fitness entertainment industry, and we’re delighted to be working alongside them to offer in-room workouts to our guests, which will complement the existing health and wellbeing programmes at the property,” said Michael Faulkner, General Manager of The Middle House.

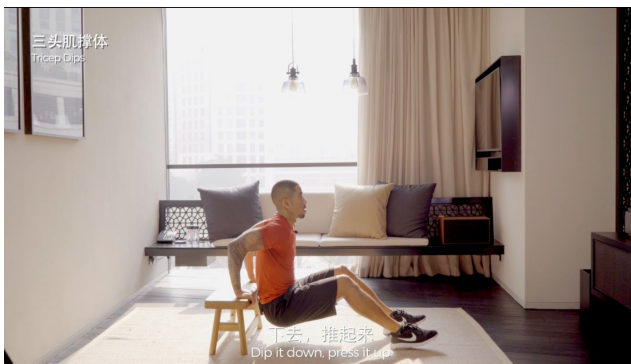
The Middle House’s MI XUN SPA | THE LAB | SHOP is an urban wellness destination; a departure from typical hotel fitness offerings MI XUN is the first hotel spa in China to offer the boutique CHA LING treatments, which incorporate traditional Chinese medicine techniques to reharmonise energy flows and detoxify the skin. The wellness hub also includes a 33-metre indoor heated pool, 24-hour gym facilities, sauna and steam room.





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SPACE
MOVED BY MUSIC



-Ends-

No Equipment Workout video link

Travel Refresh video link

Tummy Toning video link

Fat Burner video link

Rise & Shine Energiser video link

About The Middle House

Located in the bustling Jing'an District of Shanghai and the city's trendy Nanjing West Road, The Middle House Shanghai offers 111 luxuriously designed guest rooms and 102 serviced residences as part of Swire Hotels renowned 'The House Collective'. Enlisting Italian designer and architect Piero Lissoni to bring his signature mix of bold lines and clean silhouettes into every detail, The Middle House offers many unique features, including an expansive outdoor space with terraces that provides an elegant and calm oasis amidst the dynamic backdrop of one of Asia's most sophisticated cities.

THE HOUSE COLLECTIVE



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About Swire Hotels

Swire Hotels creates and manages distinctive hotels in Hong Kong, Mainland China and the USA under two brands, The House Collective and EAST, providing unscripted and authentic experiences for individually minded travellers who seek originality, style and personalised service.

The House Collective, a group of Houses each uniquely imagined and inspired by their locations, began with The Opposite House in Beijing, which opened in 2008, followed by The Upper House in Hong Kong, The Temple House in Chengdu and the latest addition, The Middle House in Shanghai, which opened in 2018. While EAST, designed for today's go-getters, takes personal life balance to a whole new level and includes EAST, Hong Kong; EAST, Beijing and EAST, Miami. in December 2017.

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