



THE LUXE MANOR
Established 2006

For Immediate Release

**Dada Bar + Lounge Presents "The Mystery of the Subconscious"
A Series of Surreal Cocktails, Snacks, and Art Events to Pay Homage to
Salvador Dalí and René Magritte**

Hong Kong, 10 March 2023 – The iconic Hong Kong Art Month is finally here in the city! Not only the well-known Art Basel and Art Central are on the to-go list for March, Dada Bar + Lounge (Dada), the bar at The Luxe Manor is presenting a series of **"The Mystery of the Subconscious"** themed surreal cocktails, snacks, as well as a series of exciting art activities, including the sharing session of Mr. Victor Wong, an award-winning visual effects director and cross-media artist, and Mr Ho Cheuk-Tin, the movie director of *The Sparring Partner* and *Over My Dead Body*, etc., allowing guests to immerse themselves in an artistic atmosphere.

As you enter Dada Bar + Lounge, which is inspired by Dadaism, every corner of it is created in a unique and artistic style, making guests feel like entering another artistic world and starting a dreamlike party. The birth of surrealism has an indispensable relationship with Dadaism. The bar also extends this relationship to the dining table. Two surrealist artists with different styles are specially selected for inspiration, and their famous artworks are fused with ingredients. Available from 14 March 2023, guests can release their subconscious mind freely under a little drunkenness, experience the paranoid critique of the Spanish painter Salvador Dalí and unravel the mysteries of the daily life of the Belgian painter René Magritte.

Presenting Salvador Dalí's Dreamlike World in Dada

The Spanish artist Salvador Dalí was strongly influenced by Sigmund Freud and obsessed with the concept of subconsciousness. He even developed the "Paranoiac-Critical" method that let him enter the subconsciousness at will and create countless masterpieces. "The Persistence of Memory" is one of the most well-known art pieces of Salvador Dalí, inspired by the moving clock and the melting Camembert cheese.

He once described this painting as "they are nothing else than the tender, extravagant and solitary paranoiac-critical Camembert of time and space". The mixologist at Dada ingeniously created the cocktail **"Memory's Persistence"** and the melting **"Deep Fried Camembert Cheese Sticks"** with the main elements of the painting.

"Memory's Persistence" is adorned with the iconic miniature of the melting clock, and blends together the spirits such as The Famous Grouse whisky, cherry brandy, triple sec, etc, transporting drink lovers into Dalí's complex mind.



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(Left) *The Persistence of Memory* (1931)

(Middle) *Memory's Persistence* - The Famous Grouse Whisky, Cherry Brandy, Triple Sec, Orange Juice, Lemon Juice & Marzipan

(Right) *Deep Fried Camembert Cheese Sticks*

Artwork Intro : <https://www.wikiart.org/en/salvador-dali/the-persistence-of-memory-1931>

Dalí also enjoyed painting a number of famous artworks depicting burning giraffes. The special cocktail "**Flaming Giraffe**" remarkably uses passion fruit and rum as the main colour tone, and symbolises the slender body of the giraffe. Bring on the glamorous flame to dance in front of the guest, just like the protagonist in the painting walking towards the bar. Sweet lovers cannot miss the burning **Crème Brûlée with Fresh Strawberries & Glass Sugar Dome**. It is lit on the spot to reveal the sugar domes, with a gentle tap and then savour the caramel pudding. The ceremony combines the fiery enjoyment of sight and taste.



(Left) *Burning Giraffes in Brown / Giraffe Avignon* (1975)

(Middle) *Flaming Giraffe* - Light Rum, Dark Rum, Passion Fruit Purée, Pineapple Juice & Lemon Juice

(Right) *Crème Brûlée with Fresh Strawberries & Glass Sugar Dome*

Artwork Intro : <https://www.dailyartmagazine.com/salvador-dali-the-burning-giraffe>

René Magritte's World of Absurdity

The Belgian surrealist artist René Magritte likes to use existing objects in reality and express them in absurd forms, presenting a world of illusion and reality in his works to achieve a sense of absurdity. The famous "La Corde Sensible" tells the story of clouds in the sky meeting wine glasses on the ground, merging two unrelated things



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into one under Magritte's brush. The mixologist creatively captures the essence of Magritte's choice by crafting the "**Vanishing Cloud**" cocktail, allowing guests to experience this first-hand. The chef also offers his own twist by serving **House-Smoked Shrimps with Sour Cream and Trout Roe**, turning clouds into smoke and trapping them in the stone. The moment the lid is lifted, the alluring smoky aroma is released, echoing another painting by Magritte and creating a multi-sensory experience of sight, smell, and taste.



(Left) *La Corde Sensible* (1960)

(Right) *Vanishing Cloud* - Gin, Lemon Juice, Calamansi Juice, Blue Curacao, Cointreau

Art Intro : <https://www.wikiart.org/en/rene-magritte/the-heartstrings-1960>



(Left) *La Monde Familier* (1958)

(Right) *House-Smoked Shrimps with Sour Cream and Trout Roe*

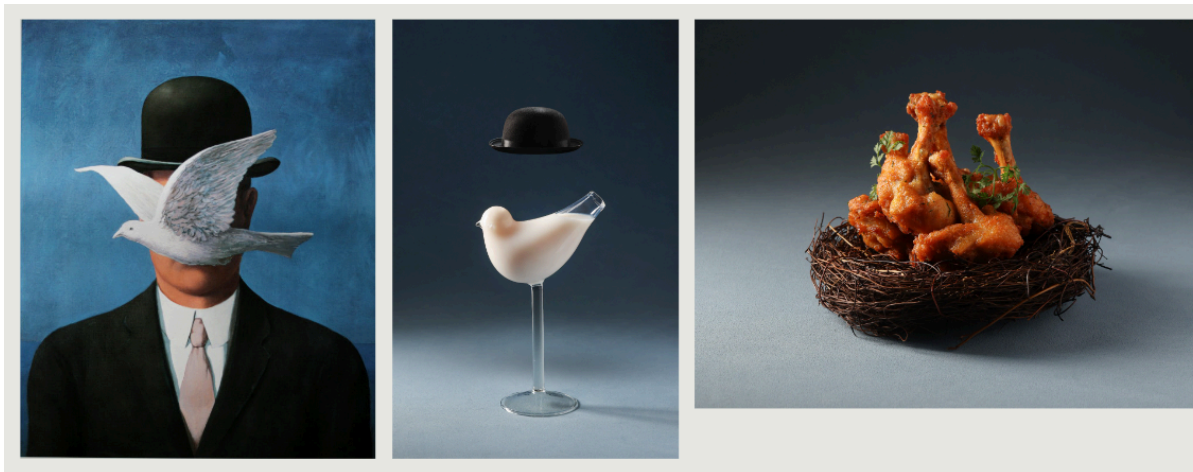
Art Intro : <https://flapperhouse.com/2016/03/10/a-stone-and-a-cloud-fiction-by-brendan-byrne/> / [The Familiar World, 1958 \(oil on canvas\)](#).

The cocktail "**Magritte's Dove**" is clearly a tribute to the famous painting "Man in a Bowler Hat". This cocktail is made with coconut liqueur and coconut water, and the milky white colour captures the essence of the painting perfectly in a dove-shaped glass, yet refreshing and delicious. Photography enthusiasts can even wear René Magritte's iconic bowler hat and take a photo with "Magritte's Dove" to create their own personalised artwork. To complement the surreal theme, the chef has also



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created "Fried Single Bone Chicken Wings" served in a nest container, adding an element of surprise and whimsy to this snack."



(Left) *Man in a Bowler Hat* (1964)

(Middle) *Magritte's Dove* - Hazelnut Liqueur, Rum, Coconut Liqueur & Coconut Water

(Right) *Fried Single Bone Chicken Wings*

Art Intro: <https://www.renemagritte.org/man-in-a-bowler-hat.jsp>

"The Mystery of Subconsciousness" Cocktails & Snacks

Cocktail Prices

HK\$128 each

Snack Prices

- Deep Fried Camembert Cheese Sticks HK\$168 per set
- Crème Brûlée with Fresh Strawberries & Glass Sugar Dome HK\$128 per set
- House-Smoked Shrimps with Sour Cream and Trout Roe HK\$128 per set
- Fried Single Bone Chicken Wings HK\$168 per set

During the promotional period, customers can also enjoy the **combo** of a glass of cocktail and a snack from "The Mystery of the Subconsciousness" at the special price of HK\$238 per set.

The promotional period starts on 14 March 2023, available every Tuesday to Saturday from 4pm to 12am.

** All prices above are subject to 10% service charge*

A Series of Exciting Art Events

(1) A Sharing Session by Mr Victor Wong - Award-Winning Visual Effects Director



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Starting in March, Dada will host a series of exciting art programmes. Kicking off with a cross-media creative seminar hosted by award-winning visual effects director Mr Victor Wong and Mr Ho Cheuk-Tin, the movie director of *The Sparring Partner* and *Over My Dead Body*, moderated by NEXXCREATE Chairman, Mr Mann Yim. The sharing session will explore the movie creation, and impact of generative AI on the future of the creative industry. After the session, guests can make use of the tablet devices to create their own personalised art pieces by generative AI while enjoying unique art-themed cocktails and engaging in interactive fun.

Event Details:

Date & Time: 30 March 2023, 7:30pm – 9pm

Price: A minimum spending of HK\$250

(2) Creative Workshop on Surrealism and Generative AI

Another art workshop scheduled for April combines an exploration of the surrealist movement and the artworks of Salvador Dalí, demonstrating practical applications of various generative AI art tools in daily life and business through simple text input technology. Using machine learning algorithms to generate unique and personalised artworks, guests will have the opportunity to create their own personalised surrealist artworks in the style of Salvador Dalí.

Event Details:

Date & Time: 16 April 2023, 3pm – 4:30pm

Price: HK\$250 (includes a glass of cocktail)

Advanced reservation is preferred. First come, first served.

Tel: (852) 3763 8778

WhatsApp: (852) 9376 0332

Email: info@dadalounge.com.hk

(3) Complimentary Hotel's Scavenger Hunt "Surreal Hunt"

As a surrealism-inspired boutique hotel, The Luxe Manor is decorated with a collection of surrealist masterpieces and elements. Guests who enjoy the "**The Mystery of the Subconsciousness**" cocktails and appetisers will have the opportunity to participate in the hotel's Scavenger hunt "Surreal Hunt" on designated dates. Through this game, guests can deepen their understanding of the concept of Surrealism and famous artists associated with it, making the process both fun and educational, while cultivating an interest in art.

Step Into the Realm of Surrealism; Capture Your Artistic Photo Opportunities

Upon entering the hotel lobby, it is easy to see that the hotel incorporates a Surrealist style of art. While enjoying the delicious cuisine, guests can also explore the hotel's surreal "Instagram-worthy" spots, such as the inverted hotel entrance, the armchair designed by Mr Alfonso Wong, the creator of Old Master Q, the lobby floor symbolising "distorted time and



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space," the limp red chair, and the walls with different unrelated patterns, adding a visually surreal and abstract visual enjoyment.



The design concept of Dada is inspired by Dadaism



Every corner of The Luxe Manor has been designed in an artistic and creative style

Dada Bar + Lounge

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Instagram: www.instagram.com/theluxemanorhk

**@theluxemanorhk #TheLuxeManorHK #DadaBarLounge
#nightlife #partytime**

High-resolution images can be downloaded here: <https://bit.ly/3Yv89xD>

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About Dada Bar + Lounge

Dada Bar + Lounge (Dada), inspired by the Dadaism art movement of the early 20th century, is a living example of contrast and imagination. Located on the 2/F of the luxury boutique hotel The Luxe Manor, the bar's design elegantly incorporates the spirit of the Dadaist cultural movement; the space is infused with irony and a visual extravaganza of contrasting patterns, fabrics, and shapes. For those searching for a dose of something bizarrely hip, DADA is a living, breathing ignition of the senses; daring drinks take the reins of taste buds, and inspired jazz melodies offer mesmerising aural flavours.

About The Luxe Manor

The Luxe Manor is a stylishly surrealism-inspired boutique hotel located in Hong Kong's Tsim Sha Tsui since 2006. Nuzzled amidst the bustling nightlife of Knutsford Terrace, The Luxe Manor boasts 153 stunning guest rooms and 6 themed suites offering a distinct feeling of adventure within Hong Kong's urban jungle. FINDS is the iconic Nordic restaurant featuring Northern European cuisine. DADA, the property's bar and lounge, is creatively reminiscent of the elusive Dada art movement, catering to the stylish segment of both the luxury leisure and business travellers. The Luxe Manor is managed by GR8 Leisure Concept Ltd., a Hong Kong based hospitality group.

About GR8 Leisure Concept Limited

Founded in 2004, **GR8 Leisure Concept** is an innovative hospitality group that owns and manages a portfolio of seven brands, consisting of hotels, restaurants, and bars across Hong Kong and China. **The Luxe Manor**, a surrealism-inspired boutique hotel located in Tsim Sha Tsui. The property is home to the city's authentic Nordic restaurant, **FINDS**, and **Dada Bar + Lounge**, a contemporary variety club creatively reminiscent of the elusive Dada art movement. Also in Hong Kong is the group's charming beachside Italian restaurant, **Cafe Roma**, which boasts a premium spot by Tung Wan Beach in Ma Wan. **Hotel Soul** is the group's second hotel venture located in Suzhou, China. The hotel features the continental restaurant **Brasserie 101**, and the hotel's latest concept, **Bar Soul**, which brings a unique blend of retro and industrial elements to Hotel Soul.

For more details, please visit www.theluxemanor.com.



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