

Hotel Éclat Beijing Unveils 2023 'Dreamy Rabbit' Limited Mooncake Gift Box in Collaboration with Artist Eirdís Ragnarsdóttir

[Beijing - July 31st, 2023] - Hotel Éclat Beijing is excited to unveil 'Dreamy Rabbit' Limited Mooncake Gift Box, a unique collaboration with the talented artist Eirdís Ragnarsdóttir. Combining elements from her artistic residency with the profound essence of Chinese traditions, the 'Dreamy Rabbit' Limited Mooncake Gift Box is born as a celebration of unity and the spirit of the Mid-Autumn Festival.



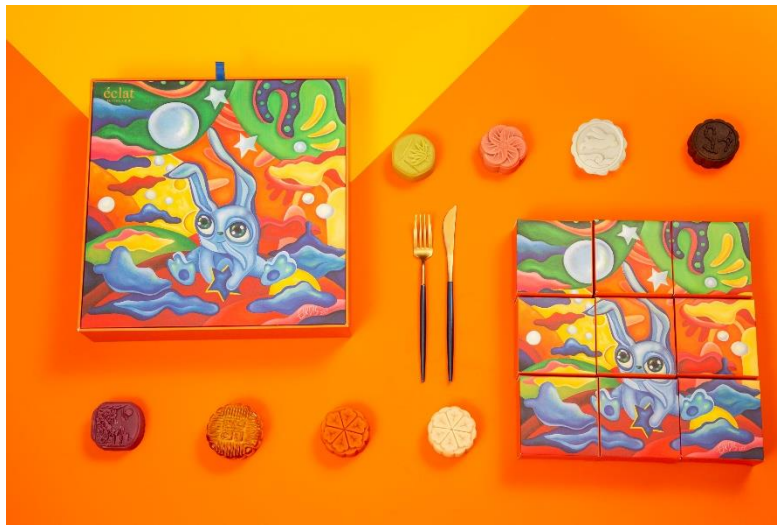
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Inspired by the captivating 'Legend of The Jade Rabbit,' wherein a rabbit selflessly sacrifices itself to an old man, who later reveals himself as the great Jade Emperor, Eirdís Ragnarsdóttir has beautifully crafted the 'Dreamy Rabbit' artwork during her inspirational residency period in Hotel Éclat Beijing. This exquisite piece embodies the harmony and beauty of the Mid-Autumn Festival, bringing together the rich cultural heritage and contemporary artistry.

The Limited Mooncake Gift Box is a masterpiece that delicately blends the mesmerizing 'Dreamy Rabbit' artwork with the essence of the cherished Mid-Autumn Festival. Within the gift box, guests will find a delightful assortment of nine traditional and innovative flavors: Salted Egg Custard, Chocolate, Guava, Green Grape & Raspberry, Litchi, Raspberry & Toffee, Soy Milk & Cheese, Mango & Passion Fruit, Lime & Pomelo; luxurious Cantonese Style with Abalone and Sea Cucumber and Beijing Style with Five Nuts Filling. Each bite is a moment of pure bliss.

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Artist Eirdís draws 'Dreamy Rabbit' as Mooncake Gift Box Inspiration

Upon opening the Mooncake Gift Box, guests will discover a limited-edition art piece, adorned with the artist's signature and a unique serial number. This captivating keepsake encapsulates the joy and spirit of the Mid-Autumn Festival, offering an exclusive and cherished memento for all who revel in the beauty of art and tradition.

"We are thrilled to collaborate with the talented artist Eirdís Ragnarsdóttir for our 2023 Limited Mooncake Gift Box," said Dany Lützel, General Manager of Hotel Éclat Beijing. "The 'Dreamy Rabbit' design not only pays homage to the enduring traditions of the Mid-Autumn Festival but also showcases the creativity and craftsmanship that both our hotel and Eirdís are passionate about."



'Dreamy Rabbit' Limited Mooncake Gift Box



Independently minded

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A symbol of unity and beauty, an ode to artistry tradition and culinary innovation. Unveiling the 'Dreamy Rabbit' Limited Mooncake Gift Box at Hotel Éclat Beijing, celebrate the momentous reunion for memorable festival joy.

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About Hotel Éclat Beijing

As part of the Hong Kong Parkview Group, Hotel Éclat Beijing with 100 rooms and suites offers a unique opportunity to experience world - class art while enjoying stylishly inviting accommodations, outstanding cuisine, intuitive yet non-intrusive guest services, and a spectacular Mall where you can shop till you drop - all within its unique architectural complex. With the signature 'Éclat Essentials' for guests to enjoy, Éclat re-defines the upscale hotel experience, bringing you the art of contemporary luxury and the luxury of contemporary art. Hotel Éclat Beijing is also a member of the exclusive *Small Luxury Hotels of the World*™.

About Artist Eirdís Ragnarsdóttir

Eirdís Ragnarsdóttir is an Icelandic & Chinese artist, born in 1993. Frequently moving between countries growing up, Eirdís became fascinated with the fluidity of 'identity' and the concept of 'self' early on. Eirdís studied traditional oil painting at The Central Academy of Fine Art in Beijing, and through her studies at Gallatin New York University, she furthered her investigations of identity through the lens of psychology and philosophy. Eirdís' creative process is inspired by her own journey of rediscovering herself beyond the conflicting cultural identities she grew up with. She explores the contradiction between the Western fixation on 'finding oneself' and the Eastern philosophy of 'no self'. Her work has been exhibited in New York, San Francisco, Milan, Paris, Tokyo, Beijing, Shanghai, Hangzhou, Shenzhen, and has enjoyed collaborations with Gucci, Arche, and Burton.

About Parkview Green FangCaoDi

Parkview Green FangCaoDi, the multi-use complex in which Hotel Éclat Beijing is situated, is also home to various high-level grade offices, luxury retail outlets, art galleries, and even state-of-the-art Cineplex. Parkview Green FangCaoDi was the first LEED® platinum certified integrated commercial project in all of China. The award-winning structure uses innovative environmental technologies resulting in energy use 50% lower than other buildings of similar size.

About Small Luxury Hotels of the World™

Small Luxury Hotels of the World (SLH), the champion of small, luxury, independent hotels, has a collection of over 520 hotels in 80 countries. They are constantly on the road getting the



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Hotel Éclat Beijing Official WeChat Account



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