

Sindhorn Midtown Hotel Bangkok opens as the first Vignette Collection hotel in Asia



Photo Caption: **Sindhorn Midtown Hotel Bangkok, Vignette Collection**
offers a one-of-a-kind stay

Bangkok, 1st July 2022- IHG Hotels & Resorts and Siam Sindhorn Co., Limited today crown Sindhorn Midtown Hotel Bangkok as the first Vignette Collection hotel to open in Asia. Vignette Collection is IHG's newest Luxury & Lifestyle collection brand, delivering stays that are authentic, experiential and considerate. Located in the bustling city of Bangkok, Sindhorn Midtown's location at Langsuan offers convenient access to prime districts such as Sukhumvit, Silom, Siam and Chidlom.

Khun Umaporn Vongpipun, General Manager, said, "It has truly been an honour to lead the transition from an independent hotel to become the first property under IHG's Vignette Collection to open in Asia. I am proud of my exceptional team as we bring Sindhorn Midtown into a new era and watch our hotel's personality shine through with the introduction of our new guest experiences, offering a sense of connection with the heritage of Bangkok."

Vignette Collection hotels are unique in their own right; each has their own distinct outlook and story to tell. Yet, the hotels are connected by a shared vision that travel can benefit local people and places. Daily complimentary rituals at each property create a sense of anticipation and connection and meet a growing demand for more thoughtful travel experiences.

Sindhorn Midtown offers a one-of-a-kind stay, creating a sanctuary in the heart of Bangkok by infusing elements of the city into the guest experience. A complimentary Lao Khao shot is served with a mixed selection of pickled fruits between 5pm and 6pm daily, bringing guests closer to the soul of Bangkok and setting them up for an evening of exploration. Younger guests can dial the Popsicle Emergency Line located on the hotel's second floor to receive an iced treat, delivered promptly by a dedicated Popsicle Butler.

Designed by award-winning strategic design firm, Eight Inc. Contemporary design, laidback elegance and the striking local art come together at Sindhorn Midtown. Punctuating the minimalist lobby space, an incredible textile masterpiece by Thai artist, Kachama Perez, epitomizes the hotel's commitment to supporting Thai craftsmanship. Kachama acquired her advanced dying and weaving skills during time spent in the mountains of Northern Thailand with the Karen tribe. Shiny strands of recycled aluminum are threaded between the indigo threads, depicting the negative human impacts on marine life and encouraging dialogue on ocean conservation.

Vignette Collection hotels prioritise creating and cherishing a sense of place. With this in mind P49 Deesign utilise the story of the Bangkok Tram in the design of the hotel's lobby area. From the 1920's until 1968, the Silom line would pass Ratchadamri Road - just moments from Sindhorn Midtown - before terminating at Pratunam intersection. P49 Deesign used dark metal to cover the front desk of the hotel lobby; the metal symbolises the tram tracks that previously ran by the hotel.

The property's 393 rooms feature bathroom amenities from Karl Lagerfeld and modern amenities, such as Fritz Hansen's iconic Drop™ chairs. The Fitness Centre offers panoramic city views, as does the Horizon Pool, which is located on the 18th floor. Works by Fine Art Photographer, Visarute Angkatavanich, whose image of a Siamese fighting fish was launched on the iPhone 6s in 2015. Visarute handpicks the fish he wishes to photography - pieces of his work are placed on every floor.

The hotel recently introduced three new eclectic dining offerings; **The Black Cat** is an atmospheric Thai Liquor bar, with live band playing on selected evenings. Inspired by the golden age of Thailand, **Bangkok'78** presents the city's greatest culinary hits in a retro-inspired concept, whilst **Sip & Co.** is a chic addition to Langsuan's flourishing café culture.

Recognising the importance of ensuring quality education to the leaders of tomorrow, Sindhorn Midtown is proud to partner with the Kuvanant Foundation; their aim is to provide educational opportunities for local students and those living with disabilities in rural areas of Thailand. Upon checking in, guests are encouraged to donate \$1 to the foundation. The hotel will be providing internship opportunities for students from the foundation to earn first-hand experience and career opportunities/insights into the hospitality industry.

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In celebration of joining Vignette Collection, Sindhorn Midtown has curated an opening offer, valid for stays between 1st July – 30th November 2022. With rates starting from THB4,060++ per night, the experience includes breakfast at Bangkok'78, THB1,000 credits to be used in any of the hotel's bars and restaurants, and the opportunity to experience Sindhorn Midtown's memorable rituals.

For more information and reservations, visit:

<https://www.ihg.com/spnd/hotels/us/en/bangkok/bkksn/hoteldetail/hotel-packages#>

[Link to download images.](#)

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About Sindhorn Midtown Hotel Bangkok, Vignette Collection

Designed by award-winning strategic design firm, Eight Inc., contemporary design, laidback elegance and striking local art come together at Sindhorn Midtown Hotel Bangkok, Vignette Collection. The property has a total of 393 rooms, a selection of eclectic dining outlets, a rooftop pool, and a well-equipped gym, creating a relaxing place to unwind and rejuvenate after a day of soaking up the energy of the city. The first Vignette Collection hotel to open in Asia, luxury meets purpose at Sindhorn Midtown; responsibility, community and locality are weaved together, offering a sense of choice and easy access to all that Bangkok has to offer.

For more information, visit: <https://www.sindhornmidtown.com/>

About Vignette Collection

Vignette Collection, IHG Hotels & Resorts' first collection brand, is a family of one-of-a-kind properties in sought-after urban and resort locations where guests can indulge in a growing passion for stays that are authentic, experiential and considered. Here for the next generation of luxury travellers seeking both discovery and purpose, Vignette Collection weaves responsibility, community and locality together for stays that are as distinct as our hotels. The first hotels to join the collection include Hotel X Brisbane Fortitude Valley in Australia and The Aquatique Pattaya in Thailand. More than 100 properties globally are anticipated to join over the next 10 years. For more information, visit <https://www.ihg.com/vignettecollection>

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