



THE "DADA" DEBUT: A DARING FORAY INTO SURREALIST DELIGHT

The Luxe Manor Introduces a Dramatically Hip Addition to the Hong Kong Scene

Inspired by the Dadaism art movement of the early 20th century, Dada is a living example of contrast and imagination. For those searching for a dose of something bizarrely hip, Dada is a living, breathing ignition of the senses; daring drinks take the reigns of taste buds, inspired jazz melodies offer mesmerizing aural flavours and the gallery.

At Dada, nothing is quite what it seems. The signature bar and lounge was cleverly designed as homage to the Dadaist cultural movement that began during World War I and peaked soon thereafter, leading to surrealism. Dadaism is an aggressive exploration into contrast and rule-breaking: artists of this movement sought to express their destruction of traditional culture and aesthetics through the avant-garde arts. Dada's design elegantly incorporates the spirit of the movement; the space is infused with irony and a visual extravaganza of contrasting patterns, fabrics and shapes.

The cocktail menu is the brainchild of Dada's mixologists extraordinaire. Drawing on unusual combinations using only the utmost in fine and fresh ingredients, the mixologists have creatively devised a line of deliciously delectable drinks that reinforce the Dada surrealistic adventure that is anything but ordinary.

Dada Bar + Lounge is located on 2/F of The Luxe Manor, at 39 Kimberley Road in Tsim Sha Tsui. Their resident jazz band will play on Thursday to Saturday from 8pm – 12am.

About The Luxe Manor

The Luxe Manor is **a stylishly surrealism-inspired luxury hotel** located in Hong Kong's Tsim Sha Tsui since December 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. The Luxe Manor features the esteemed **Aspasia**, an art of Italian fine dining, offering innovative and mouth-watering Italian cuisines expertly concocted by the talented Chefs. **Dada**, the property's bar and lounge, is creatively reminiscent of the elusive Dada art movement. The Luxe Manor features three thematic function rooms, catering to the stylish segment of both the luxury leisure and business travelers. The Luxe Manor is managed by **GR8 Leisure Concept Ltd.**, a Hong Kong based hospitality group, and is a proud member of Small Luxury Hotels of the World. For more information, please visit www.theluxemanor.com

Note to Editors: The Luxe Manor (pronounced as Deluxe Manor) is the full and official registered name of the hotel.

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