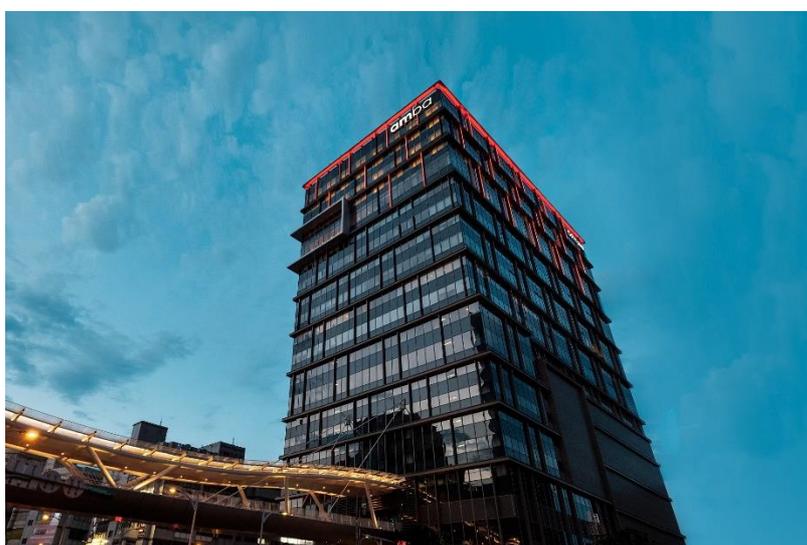


amba Taipei Songshan Unveils a Design-led Urban Oasis Overlooking the Taipei 101 Tower in Eastern Taipei

July 1, 2016, Taipei – **amba** Taipei Songshan is proudly unveiled today, July 1, 2016, in eastern Taipei, just five minutes' drive from the iconic Taipei 101 tower. It is the third hotel for Taiwan's homegrown new-generation hotel brand, following **amba** Taipei Ximending (opened 2012) and **amba** Taipei Zhongshan (opened 2015).



"We are very excited to bring Taiwan's homegrown fun **amba** experience to eastern Taipei. **amba** Taipei Songshan marks an exciting evolution for our brand. We've enhanced the guest experience with a chic urban vibe and additional comforts, while keeping **amba**'s quirky, playful style and focus on 'Connectivity, Conservation and Creativity'. Our aim is to introduce guests to explore authentic cultural experiences in fascinating Songshan neighborhood, by creating exclusive guided walking tours," says Hubert Lee, President of Ambassador Hotels & Restaurants.

Dazzling Design and Unbeatable Views

Making a dazzling design statement, **amba** Taipei Songshan welcomes savvy globetrotters into a vibrant urban oasis that blends modernity with authentic Taiwanese flavor. Crowning the top five floors of a new 21-story tower, **amba** Taipei Songshan's distinctive façade mixes glass, brick and wood cladding with eye-catching pop-out sections. By night, color-changing lighting marks out Taiwan's hottest new hotel landmark.

Panoramic views of the Taipei 101 and the beautiful Keelung River are a spectacular feature throughout the new **amba** Taipei Songshan. Guests pass through a dramatic bamboo installation at the ground-floor entrance before being whisked up to the **amba** Lobby on Level 17, where a jaw-dropping welcome awaits. Stepping into the soaring space, travelers are greeted by dramatic vistas of Taipei and the mountains

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through seven-meter-high, floor-to-ceiling windows.

The Lobby is a fun social space where guests are welcome to hang out, meet, collaborate and chill, offset by unobstructed views of Taipei 101. Authentic Taiwanese craftsmanship is showcased throughout **amba's** streamlined design. Casting a magical glow is a signature collection of 24 giant eco-bamboo lanterns standing up to three meters high. Each lantern was custom crafted for the hotel by a team of artisans in central Taiwan from eco bamboo.

Smart Guestrooms



Majority of **amba's** 189 comfortable guestrooms offer panoramic vistas of Taipei 101 or the beautiful Keelung River and mountains. Fresh, contemporary accommodation range from Smart Room (27 sqm/291 sqft) to Studio (107 sqm/1,150 sqft). The Corner Extra Large 101 View Room features both Taipei 101 and river views. The stylish Studio is perfect for spectacular stays as well as private celebrations. High ceilings and large picture windows on two sides makes it a coveted venue for New Year's Eve, yielding unbeatable views of the fireworks show at Taipei 101.

A dream for tech-savvy travelers, **amba's** signature 'essentials' enable guests to work smart and recharge comfortably. Every guestroom offers complimentary superfast WiFi, an individual access point for optimal WiFi experience, a 48-inch Sony BRAVIA HD TV, a Wireless Bluetooth® speaker, and a Nespresso machine.

Destination Dining and Spectacular Events

amba's Que restaurant on Level 17 is a fashionable place to dine and socialize for travelers and residents in downtown Taipei. Featuring beautiful river views, the modern chophouse serves premium wood-fired meats and seafood grilled over native fruit-tree woods. **amba** is an ideal location for creative meetings, joyful

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weddings, and special events, offering up to 928 square meters (9,988 square feet) of inspiring hotel space. Que restaurant can be transformed into a refreshing event destination seating up to 240 for cocktails or 200 for a chef-prepared banquet.

Convenient Location in Downtown Taipei

Business and leisure travelers will appreciate **amba's** convenient location. At the nexus of Xinyi, Songshan and Nangang districts, it offers the excitement of the downtown center, combined with competitive pricing compared to nearby Xinyi hotels. The hotel is directly connected to Songshan Station for metro and trains. Taipei 101 and Xinyi shopping and business district are just five minutes from the hotel by free shuttle service.

amba guests wishing to explore unique Taipei culture can cross Rainbow Bridge and stroll or cycle along the riverfront, discover the unique architecture and traditions of Ciyou Temple, and visit Raohe Night Market for tasty local snacks, all within five minutes' walk.

Amazing Introductory Offers

Introductory rates on amba-hotels.com start from TWD3,500 and from TWD3,900 with breakfast. Guests who book the Discover Songshan Opening Package between July 1 and August 31, 2016 will receive introductory rates plus a free Songshan walking tour. Early birds enjoy 12% extra savings when booking Best Available Rates 21 days in advance. All prices are subject to 15.5% service charge and tax. For reservations, please visit amba-hotels.com or call +886 2 2525 2828.

About **amba** Hotels & Resorts

Styled to resonate with today's savvy urban travelers, **amba** Hotels & Resorts celebrates design creativity, responsible consumption, and fun, unique travel experiences. The first **amba** hotel, **amba** Taipei Ximending, opened in 2012 and was hailed by *Wallpaper** magazine as one of the best new openings around the world. **amba** Taipei Zhongshan opened in the culturally rich Zhongshan neighborhood in 2015 and **amba's** first resort – **amba** Kenting – is scheduled to open in 2018.

amba Taipei Songshan ([map](#))

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