

NEWS RELEASE

SINGAPORE HOMEGROWN BRAND lyf CELEBRATES FIVE YEARS OF REDEFINING ACCOMMODATION FOR THE NEXT-GENERATION TRAVELLER *Partners with Singaporean contemporary artist Jahan Loh on the launch of art installation, set to be the first-of-its-kind travelling showcase to lyf destinations around the world*



Singapore, 16 October 2024 – The Ascott Limited (Ascott), the lodging business unit wholly owned by CapitaLand Investment (CLI), today unveiled a travelling art showcase curated in celebration of the fifth anniversary of its hospitality brand, lyf (or ‘live your freedom’). As part of its popular arts & culture brand pillar, lyf has teamed up with Singaporean contemporary artist, Jahan Loh, to create a captivating art installation titled *The Door of Cosmic Dreams*. Symbolising a gateway to uncharted travel experiences, the art installation reflects lyf’s ambitions to venture into new spaces and destinations, highlighting the brand’s commitment to pushing boundaries and offering innovative experiences for guests.

The travelling showcase is a first-of-its-kind by a hospitality brand, and will enable lyf to bring its unique brand story of experience-led social living to guests and arts communities around the world. *The Door of Cosmic Dreams* is open free to the public at its inaugural stop, at the brand’s first property in the portfolio – lyf *Funan Singapore* – right in the heart of the country’s Civic District.

Ms Serena Lim, Chief Growth Officer, Ascott, said: “Since its inception as a coliving brand in Singapore in 2019, lyf has evolved from a bold vision into a global leader in experience-led social living. Aligned with Ascott’s flex-hybrid business model to provide guests with greater flexibility and freedom, lyf has transformed into a multifaceted hospitality experience across diverse typologies that include coliving spaces, city hotels and resorts. The brand now spans 34 properties in 24 cities across Australia, East Asia, Europe and Southeast Asia, boasting over 6,200 units in operation and under development. This year, we will open five lyf properties with about 900 units in total, and mark the debut of the brand in three cities Cebu, Frankfurt and Penang. From 2025 to 2028, lyf will begin operations in more destinations – from resort locations like Bali and Danang to cities such as London, Glasgow, Manchester, Sydney, Paris and Ho Chi Minh City.”

Ms Adeline Phua, Managing lyf Partner and Vice President, Business Development, Ascott, said: “lyf offers a distinctive accommodation experience designed for a social generation eager to connect within a

community. By transcending traditional hospitality concepts, lyf has created a vibrant stay-work-play environment that fosters a new way of social living. As we celebrate the fifth anniversary of lyf, we are excited to partner with the talented Jahan Loh, marking the first of many collaborations with influential tastemakers to deepen our engagement with communities around the world. Mirroring lyf's commitment to staying ahead of the curve, *The Door of Cosmic Dreams* art installation beautifully embodies the theme of redefining possibilities. As we embark on a new chapter for lyf, we remain dedicated to providing innovative social living experiences that meet the aspirations and evolving needs of our guests.”

The Door of Cosmic Dreams

The Door of Cosmic Dreams is the latest creation of Jahan Loh, one of Asia's most successful street artists credited with introducing street art to galleries in both Singapore and China. He is also known for taking Singapore pop art international, and for influencing modern art practices in Taiwan.

Drawing inspiration from a quote by French author and playwright Guy de Maupassant emphasising the mysterious and boundless possibilities that lie beyond the familiar, *The Door of Cosmic Dreams* serves as a metaphor for a gateway to different worlds, depicting how travel, much like dreams, acts as a passage from the real world into a realm that has yet to be discovered. This parallels lyf's ambition to explore new frontiers while continually challenging limits to offer fresh experiences for guests.

Following its first stop at *lyf Funan Singapore* from 15 to 26 October 2024, *The Door of Cosmic Dreams* will travel to lyf properties around the world, in cities such as Tokyo and Paris. Other pitstops in the pipeline include Manila and Bangkok.

The travelling art showcase is the first-of-its-kind for a hospitality brand and supports lyf's aspirations to engage with local communities where it operates, to build up its very own lyf tribe. Further exemplifying the brand pillar of arts & culture, *lyf Collingwood Melbourne* features over 1.5 square kilometres of custom artwork by contemporary artist Mysterious AI, whose work has been showcased across the globe. Over in the Philippines, *lyf Cebu City* features one of the biggest outdoor murals in the Philippines on their façade. Designed and painted by Cebuano artist Ivan Canencia and his team, the mural pays tribute to some of the key marine icons in Cebu – the thresher shark and sardine run.



lyf Collingwood Melbourne



lyf Cebu City

A Celebration of lyf

Commemorating the first-of-its-nature brand partnership for the lyf brand and its fifth anniversary, a series of limited-edition merchandise including apparel designed by Jahan Loh, will be available for sale at the lyf properties that are hosting the exhibition. For the latest updates, please follow us on Instagram at <https://www.instagram.com/live.lyf.here/>.



About Jahan Loh



Jahan Loh is a Singaporean contemporary artist and curator known for his distinctive fusion of street art, pop culture and Eastern iconography.

Born in 1976, Loh developed a passion for art from a young age. Influenced by the vibrant street art and hip-hop culture of the 1980s, he began creating graffiti and experimenting with different artistic techniques. Loh's early endeavours such as his creation of Chinese wild style laid the foundation for his exploration of themes such as identity, consumerism and the intersection of Eastern and Western cultures. Throughout his career, he has been deeply influenced by his Asian heritage, drawing inspiration from traditional Eastern art forms such as calligraphy and ink painting, along with various cultural iconography, which he often reinterprets in a contemporary context.

With a career spanning over two decades, Loh has established himself as a leading figure in the Asian art scene, captivating audiences all over the continent with his dynamic and thought-provoking works. As the first artist to bring street art to galleries in both Singapore and China, Jahan has been credited as one of Asia's most successful street artists, for taking Singapore pop art international, and for influencing modern art practices in Taiwan.

About The Ascott Limited

Since pioneering Asia Pacific's first international-class serviced residence with the opening of The Ascott Singapore in 1984, Ascott has grown to be a trusted hospitality company with over 950 properties globally. Headquartered in Singapore, Ascott's presence extends across more than 230 cities in over 40 countries in Asia Pacific, Central Asia, Europe, the Middle East, Africa, and the USA.

Ascott's diversified accommodation offerings span serviced residences, coliving properties, hotels and independent senior living apartments, as well as student accommodation and rental housing. Its award-winning hospitality brands include [Ascott](#), [Citadines](#), [lyf](#), [Oakwood](#), [Somerset](#), [The Crest Collection](#), [The Unlimited Collection](#), [Fox](#), [Harris](#), [POP!](#), [Preference](#), [Quest](#), [Vertu](#) and [Yello](#). Through Ascott Star Rewards (ASR), Ascott's loyalty programme, members enjoy exclusive privileges and offers at participating properties.

A wholly owned business unit of CapitaLand Investment Limited, Ascott is a leading vertically-integrated lodging operator. Harnessing its extensive network of third-party owners and in-market expertise, Ascott grows fee-related earnings through its hospitality management and investment management capabilities. Ascott also expands its funds under management by growing its sponsored CapitaLand Ascott Trust and private funds.

This year, Ascott marks 40 years in hospitality service with the launch of Ascott Unlimited, a full year campaign that will offer Unlimited Opportunities, Unlimited Choices, Unlimited Freedom, and Unlimited Good. Navigating a future of unlimited possibilities against a backdrop of global change and evolving perspectives of travel, Ascott Unlimited marks Ascott's ambitions to break new ground, and springboard to its next chapter of growth as a global hospitality company. Find out more about Ascott Unlimited at www.discoverasr.com/ascottunlimited.

For more information on Ascott and its sustainability programme, please visit www.discoverasr.com/the-ascott-limited. Alternatively, connect with us on [Facebook](#), [Instagram](#), [TikTok](#) and [LinkedIn](#).

About CapitaLand Investment Limited (www.capitalandinvest.com)

Headquartered and listed in Singapore, CapitaLand Investment Limited (CLI) is a leading global real asset manager with a strong Asia foothold. As at 30 June 2024, CLI had S\$134 billion of assets under management, as well as S\$100 billion of funds under management held via six listed real estate investment trusts and business trusts and a suite of private real asset vehicles that invest in thematic and tactical strategies. Its diversified real estate asset classes include retail, office, lodging, industrial, logistics, business parks, wellness, self-storage and data centres.

CLI aims to scale its fund management, lodging management and commercial management businesses globally and maintain effective capital management. As the investment management arm of CapitaLand Group, CLI has access to the development capabilities of and pipeline investment opportunities from CapitaLand's development arm.

As a responsible company, CLI places sustainability at the core of what it does and has committed to achieve Net Zero carbon emissions for Scope 1 and 2 by 2050. CLI contributes to the environmental and social well-being of the communities where it operates, as it delivers long-term economic value to its stakeholders.

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168 Robinson Road, #30-01 Capital Tower, Singapore 068912

Website: www.discoverasr.com

For more information, please contact:

Chia Pei Siang
Head, Communications
The Ascott Limited
Tel: +65 6713 1379
Email: chia.peisiang@the-ascott.com

Sandpiper on behalf of The Ascott Limited:
Ascott@sandpipercomms.com

