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LUA Directors' Club Privileges


Presented by New World Development

The Artisanal Movement  新世界發展
New World Development

Offer 1

Special Event Offers under K11 selected venues

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The Artisanal Movement  新世界發展
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Venue Collection



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Our Crafted **Venue Collection - The Artisanal Movement** is a cluster of highly charismatic and refined venues tailored to escalate occasion experience and event inspiration.

Every space is versatile, from hosting business meeting to intimate private event.

Victoria Dockside, Tsim Sha Tsui

1. Nature Discovery Park
2. K11 ARTUS
3. Artisan Lounge
4. K11 MUSEA Garage Space

Sai Kung

5. Hong Kong Golf & Tennis Academy (HKGTA)

Directors' Club Privileges

- ✓ 15% Saving offers from the bill upon multiple booking confirmations (3 events confirmed at a time)
- ✓ One hour additional extension of events on top of full day event confirmation
- ✓ Flexible payment and postponement arrangement
- ✓ Tailored Craft Antique Gallery Tour for any event hosted at K11 ARTUS
- ✓ 5% discount on merchant items in Nature Discovery Park for event participants
- ✓ Corkage waiver for events in Nature Discovery Park

Validity: 1 Jul 2022 – 30 Jun 2023



NATURE DISCOVERY PARK



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NATURE DISCOVERY PARK

Being Hong Kong's first urban biodiversity museum and **sustainability-themed education park**, where guests are welcomed by an outdoor-aquarium and elegant farm house, followed by a stunning greenery and harbour view. Nature Discovery Park is a venue set to impress and create a memorable event experience for your guests.



Scan for
More Details

Location

8/F, K11 MUSEA, Tsim Sha Tsui

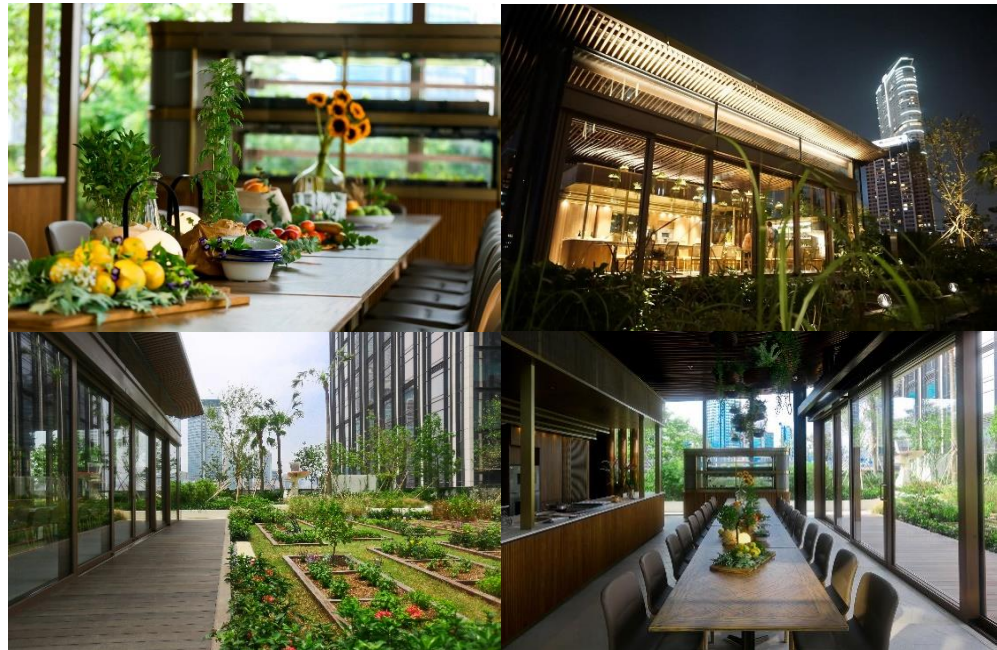
Event Nature

Private Dining/Offsite Meeting/ Business Seminar /
Workshop/ Team-building/Cocktail Reception/
Product Launch

- Unique offerings including Sustainability guided tours,
- Farm-to-table experience with customized low carbon menu

Capacity

Standing (Pax)	Seated (Pax)	Long Table/Banquet (Pax)	Theatre (Pax)
60	-	22	40



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K11 ARTUS

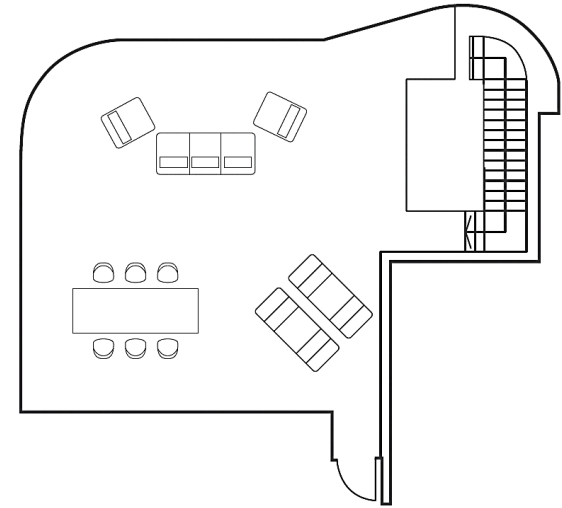


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K11 ARTUS

- Open deck with panoramic views of Victoria Harbour
- Accommodate up to 30 guests
- Perfect for cocktail reception, celebratory occasions etc.

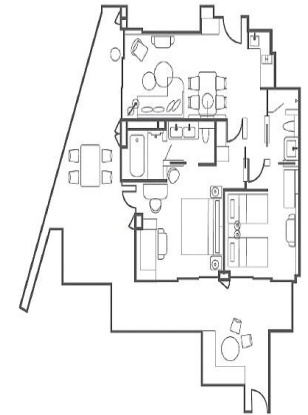
Suite 1631, 16/F
1,100 sq. ft. (interior) +
2,108 sq. ft. (exterior)



Suite 847, 8/F
749 sq. ft. (interior) + 973 sq. ft. (exterior)



Suite 802, 8/F
1,144 sq. ft. (interior) + 946 sq. ft. (exterior)



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Artisan Lounge



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Artisan Lounge

Inside in the heart of K11 MUSEA, the new cultural-retail destination on Victoria Dockside, this venue allows your guests to experience something special without trekking to the outskirts of town through creative culinary and art experience.



Scan for
More Details

Location

Multi-function

G/F, K11 MUSEA, Tsim Sha Tsui

Cocktail Reception/ Dining

- Elegant and sophisticated all-day dining concept with innovative cocktail menu
- A new cultural destination where experiential retail seamlessly blends with contemporary art & culture

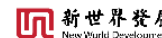
Capacity

Standing (Pax)	Seated (Pax)	Long Table/Banquet (Pax)	Theatre (Pax)
80	-	48	30



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K11 MUSEA Garage Event Space



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K11 MUSEA Garage Event Space

A cool, tucked-away industrial-style event space hosts the most exciting art and cultural happenings in town. The venue offers a multi function free space inside K11 MUSEA.



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More Details

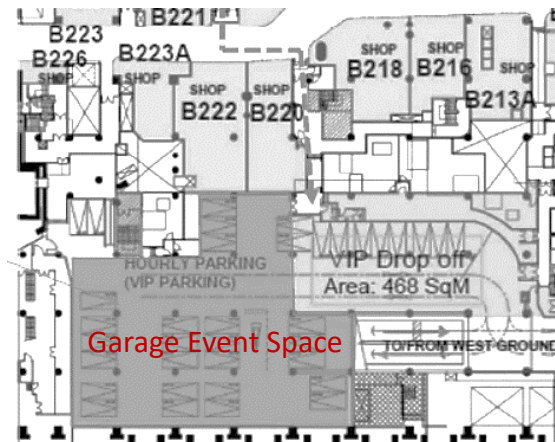
Location

Multi-function

B2, K11 MUSEA, Tsim Sha Tsui

Cocktail Reception/ Product Launch

- Multi-function space
- 1,250 sq. ft (116 sq. m.)



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HONG KONG GOLF & TENNIS ACADEMY



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HONG KONG GOLF & TENNIS ACADEMY

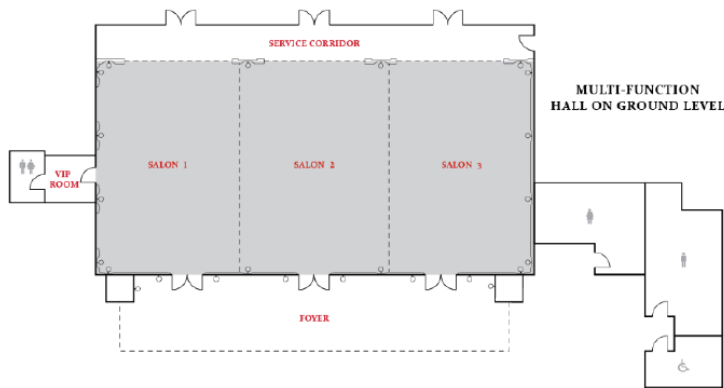
As a **private sports-wellness destination** in Sai Kung, the academy is run by a professional team that serves local privileged elite. It not only offers programmes from two world-renowned golf and tennis training academies, but also provides beautifully crafted ancillary facilities that suits to a range of events including team-building, cocktail parties, conferences and gala themed events.



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More Details

Location	Multi-function
81 Tai Chung Hau, Sai Kung	Team Building/ Cocktail Reception/ Corporate Meeting & Conference

- Multi-function rooms with 2,600 sq. ft. bathed in natural daylight and 12-foot high ceilings
- Pillar-less space can be divided into three standalone rooms
- Bespoke personalized team building golf & tennis programs by world-renowned PGA of America Institute and Rafa Nadal Academy
- Exclusive accommodations with lush natural surroundings

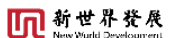


CAPACITY CHART

Room Name	Room Dimension (L x W x H)	Room Size	Banquet	Cocktail	Theatre	Classroom	Boardroom	U-Shape
Salon 1	sq. ft 22.6' x 36.1' x 12.1' sq. m. 6.9m x 11m x 3.7m	816 76	30	55	48	30	30	26
Salon 2	sq. ft 23.4' x 36.1' x 12.1' sq. m. 7.4m x 11m x 3.7m	877 81	30	60	60	30	30	26
Salon 3	sq. ft 24.9' x 36.1' x 12.1' sq. m. 7.6m x 11m x 3.7m	899 84	40	60	80	30	30	20
Salon 1&2	sq. ft 42.2' x 36.1' x 12.1' sq. m. 14.4m x 11m x 3.7m	1704 158	60	117	120	81	48	42
Salon 2&3	sq. ft 49.5' x 36.1' x 12.1' sq. m. 15.1m x 11m x 3.7m	1787 166	70	123	150	78	48	42
Salon 1-3	sq. ft 72.5' x 36.1' x 12.1' sq. m. 22.1m x 11m x 3.7m	2617 243	120	200	200	105	78	72
Foyer	sq. ft 72.5' x 20.3' x 12.1' sq. m. 22.1m x 6.2m x 3.7m	1472 137		100				

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Offer 2

K11 ATELIER Hong Kong Office Rent Special Offer

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K11 ATELIER King's Road



K11 ATELIER Victoria Dockside



K11 ATELIER 11 SKIES

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About K11 ATELIER

K11 ATELIER is the first office building to introduce the Vertical Creative City concept, transforming the design, purpose and culture of workplaces.

Launched in 2018, K11 ATELIER's footprint now covers Hong Kong, Shanghai, Guangzhou, Shenzhen, Ningbo, Wuhan and Tianjin, comprises over 12 million square feet of premium office space, continuing to promote an innovative work culture for the next-generation workforce. Pioneering the Vertical Creative City concept, K11 ATELIER represents beauty that goes beyond skin deep. Innovation, culture and commerce are woven into the very fabric of the premium, modern workplace to empower the next-generation workforce in liberating their utmost creative potentials.

Pioneering the future of office culture, K11 ATELIER plays a pivotal role to facilitate interdisciplinary exchange among different traditional and new businesses, including world leading banks, HealthTech Prenetics, FinTech WeLab, Eco-friendly L'OCCITANE Group, and other big names from family office, financial and high-end service sectors, and, curates the collaborative environment among a dynamic, close-knit community of high-profile tenants that upholds the mission of "Build Values of Sharing". The extraordinary workplace experiences and its complete ecosystem attracts and pulls together innovative disruptors, absolute achievers, forward thinkers and leaders of tomorrow, to spark creativity and exchange ideas for business success and sustainable growth, showcasing "The Business Hub of the Future" that embraces and fully supports new economies.

Real Estate Touchpoints - Office



Scan for
More Details

K11 ATELIER Hong Kong Office Community covers:

K11 ATELIER 11 SKIES

Your Perfect Gateway to Greater Bay Area Opportunities

K11 ATELIER Victoria Dockside

The Strategic Accessibility and Extraordinary High-end Experience like no others

K11 ATELIER King's Road

The Internationally Awarded Green & Innovative Office Workplace



K11 Atelier Victoria Dockside
(Opened in 2017, GFA 410,000 sq. ft.)



K11 Atelier King's Road
(Opened in 2019, GFA 440,000 sq. ft.)



K11 Atelier 11 SKIES (Open in July 2022, GFA 570,000 sq. ft.)

Directors' Club Privileges

- ✓ Priority selection of preferred available office unit
- ✓ Special offer of monthly car park rent
- ✓ Additional Complimentary car parking Coupons (final number subject to final size of commitment)
- ✓ Saving offers over office rent upon confirmation

Validity: 1 Jul 2022 – 30 Jun 2023

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Offer 3

Hong Kong Golf & Tennis Academy (HKGTA) Exclusive Invitation offer

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An aerial photograph of a golf course. In the foreground, there is a green fairway with a sand trap. In the middle ground, a large, multi-story white building with a red-tiled roof and a glass facade is visible. The background shows rolling green hills under a blue sky with some clouds. The text is overlaid on the left side of the image.

Hong Kong Golf & Tennis Academy (HKGTA)

A private sports-wellness destination in Sai Kung's stunning natural countryside, run by a professional team that serves local privileged elite.

HONG KONG GOLF & TENNIS ACADEMY



Experience serenity in our oasis of wellness and fuel your lifelong journey of health and well-being, attend customised golf & tennis training programs run by two world-class institutes (Rafa Nadal Academy (RNA) & PGA), indulge in the variety of cuisines crafted by our talented teams and enjoy a restorative night's sleep.

Directors' Club Privileges

- ✓ Invitation to HKGTA Admission (membership) with half day experience
- ✓ Fast Track Acceptance Arrangement from Vetting Committee upon interest
- ✓ Special instalment payment arrangement
- ✓ Trial Experience is subject to availability and HKGTA's final confirmation

Validity: 1 Jul 2022 – 30 Jun 2023

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Offer 4

Complimentary one-year New World CLUB Exclusive VIVA Membership

– To be launched in July

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CIRCLE

18+ years old and
into the brands of the NWG



VIVA

Current owners/ tenants of
New World Residential Properties



DIAMOND

Owners of NW Residential
Properties at HK\$20M+

OR

Tenants of NW Residential
Properties monthly rental
of HK\$60,000+

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The Artisanal Movement

New World CLUB VIVA Member Privileges

- Complimentary KLUB 11 Gold Membership
- Complimentary one-year Chow Tai Fook Gold Membership
- 25% discount on dining and 10% discount on accommodation at New World Group's hotels*
- 10% discount on dining and 15% discount on accommodation at Rosewood Hong Kong
- 10% discount on accommodation at K11 ARTUS
- Birthday delights worth up to HK\$100
- Up to 3% discount on designated New World Group residential property unit purchase
- A range of parking offers at New World Group's locations^
- Other year-round Artisanal lifestyle privileges available through New World CLUB's app

*Grand Hyatt Hong Kong; Hyatt Regency Hong Kong, Tsim Sha Tsui; Hyatt Regency Hong Kong, Shatin and Renaissance Harbour View Hotel Hong Kong

^ Convention Plaza (Harbour Road): 1-hour free parking (minimum 2 hours parking); New World Tower: 1-hour free parking (minimum 2 hours parking) and 20% off on Day Park; K11 MUSEA/ K11 Art Mall parking privileges (as per K11 Gold Membership); D-PARK: 3-hour free parking (upon spending HK\$300 on Mon-Fri/ HK\$500 on Sat, Sun & Public Holidays)

- Program will be launched in July
- One-time registration is required and official confirmation will be sent to members in 3-7 working days.
- Registration Period: Tentatively July till 30 September, 2022

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Thank you

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