

The Stylish New Player In Town

*New Hospitality Brand Debuts in Bangkok's Langsuan Neighborhood
Early 2020*



Bangkok, Thailand (28 October 2019)...Siam Sindhorn Co., Limited announces the launch of Sindhorn Midtown, a new Thai-born hospitality brand in the heart of Bangkok's Langsuan neighborhood set to open in March 2020. Situated within two sleek and modern towers with urban city views and Bangkok, Sindhorn Midtown's first property offers a collection of 344 hotel rooms and suites and 49 serviced residences. Inspired by local artistry and designed for a sophisticated lifestyle, Sindhorn Midtown offers a distinctively authentic experience for today's business and leisure travelers alike.

"We are delighted to introduce travelers to Sindhorn Midtown, our redefined vision of a Thai-inspired hospitality experience," said Jee Hoong Tan, Sindhorn Midtown's General Manager. "In the center of the vibrant heart of Bangkok, Sindhorn Midtown is an urban cocoon - a stylish escape with a refined, uniquely Thai spirit. We welcome today's travelers with warm service, intuitive amenities and thoughtful accommodations."

Art and Design

Sindhorn Midtown is designed for today's savvy, adventurous travelers. Bold art and inspired design deliver effortless elegance across the property. Sindhorn Midtown's developers tapped [Eight Inc.](#), the designer of Apple's iconic flagship Manhattan store on 5th Ave., for the interior architecture and design. Local artists, like textile designer Kachama Perez, created the striking tapestries and wall art and will contribute to future art programs. Fritz Hansen's iconic Drop™ chairs are included in every hotel rooms.

Uncomplicated and harmonious, Sindhorn Midtown delivers modern living with the allure of relaxation, comfort and sustainability. Nestled within a pocket of greenery in the midst of the quiet Langsuan neighborhood area, Sindhorn Midtown blends art-infused contemporary interiors with a friendly warm vibe, while innovative tech keeps guests connected.

Food and Beverage

Want to stay in but keep it local? Sindhorn Midtown offers an in-house restaurant and bar with the flavor and flair of the local neighborhood. The tang and zest of authentic local fare can be found at Tr.EAT, Sindhorn Midtown's in-house eatery. Tr.EAT offers a fast, casual menu for breakfast and lunch featuring Thai flavors and intriguing Asian-fusion combinations. In the evening, gather at Rhumba, Sindhorn Midtown's lobby lounge, for an extensive collection of rums mixed into classic and creative cocktails.

Guest Facilities

During their stay, guests can plug in or unplug as they see fit. Sindhorn Midtown's lobby doubles as a workspace and living room. Chill on comfy couches with cocktails and nibbles, or steal away with your laptop and plug into the free Wi-Fi. On the 18th level, the Horizon Pool offers skyline views, cocktails and canapes. Stay fit 24/7 at the Fitness Center on the 19th level, complete with the latest equipment from Seara and two steam rooms.

Work or play, Sindhorn Midtown is in the center of it all. From culture to art, business to play, wellness to shopping, guests are easily connected to all of it. A quick five-minute walk takes guests to the BTS Sky Train Chit Lom and Ratchadamri stations, or to the Erawan Shrine or Pratunam Market. Guests can take the nearby Rajprasong walk to major shopping centers Central World, Siam Paragon and Siam Center. Or catch a tuk-tuk to Lumpini Park for a day outdoors or to the nearby embassies.

Sindhorn Midtown is located at 68 Langsuan Road, Lumpini Bangkok. For more information, visit www.sindhormidtown.com.