

Vietnam News

September 2021

CONTENTS

- Project 1: Wink Hotel Saigon Centre (Vietnam)

1. WINK HOTEL SAIGON CENTRE

Project Overview

Wink Hotels is Vietnam's first locally-born, international-standard hospitality brand. The brand takes inspiration from modern Vietnamese travelers who live and work in a fast-paced, ever-changing environment. Each Wink hotel provides a dynamic "affordable luxury" experience, and showcases the heart and soul of the destination with art-inspired interiors and by connecting guests to the upbeat local vibe. Wink Hotels is a partnership between developer Indochina Kajima, and operator Indochina Vanguard. The first Wink Hotel opened in March 2021 in Ho Chi Minh City, with Danang to follow in Q2 2022. The developer plans to expand Wink to as many as 20 locations in the next five to seven years in major Vietnamese cities and beyond.

Project Details

1. **Type of Business:** Urban hotel.
2. **Open Date:** 24/03/2021
3. **Concept:** Aimed the new generation of Vietnamese who are driving the booming economy and seeking modern spaces which mix accommodation, work and leisure.
4. **Location:** District 1, Ho Chi Minh City, Vietnam.
5. **Number of rooms:** 237 rooms.
6. **Room Rate:** Starting at around USD 80 per night.
7. **Developer:** Indochina Kajima, owned by Indochina Capital and Kajima Corporation;
<http://indochinacapital.com/icc-kajima>
8. **Operator:** Indochina Vanguard, owned by Indochina Capital, Vanguard Hotels and Kajima Corporation.
9. **Architect and Interior Designer:** Architecture Workshop (AW²); www.aw2.com/en/
10. **Website:** <https://www.wink-hotels.com/>

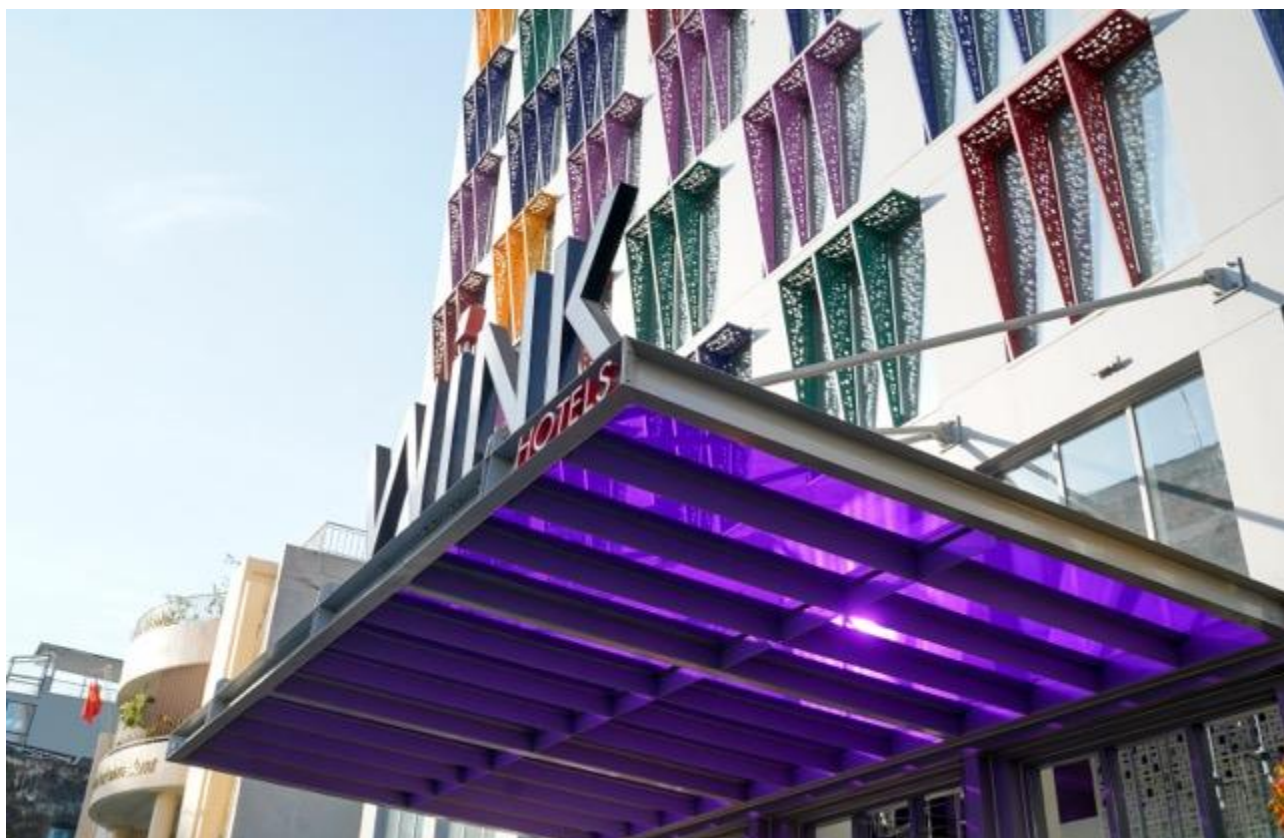
Location map

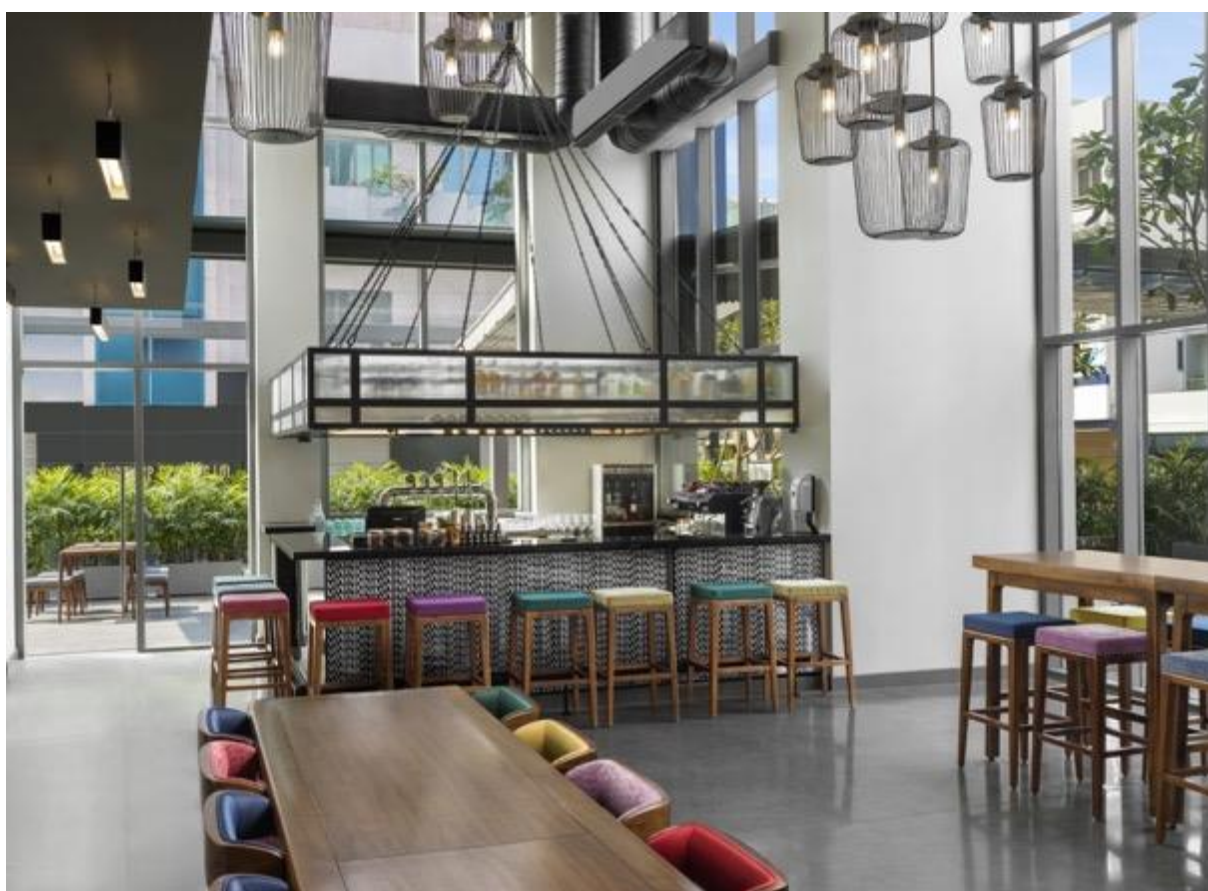


Wink Hotel Saigon Centre is located in District 1's Dakao Ward, a hip and upcoming neighborhood.



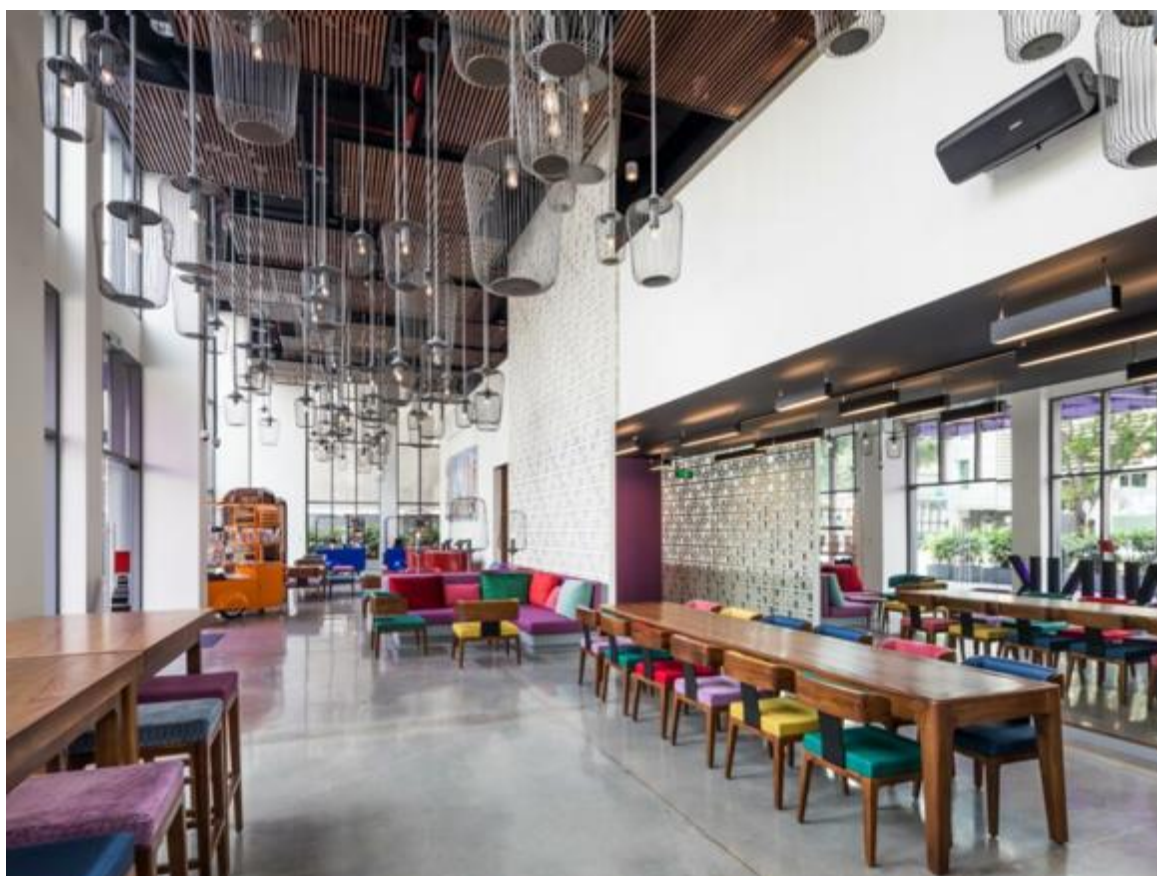
The expressive, colorful facades of Wink Hotel Saigon Centre acts as a beacon for its strategically located position on a corner site in District 1, Ho Chi Minh City.







The Wink hotels are fashionable urban destinations where the next generation of influencers can stay, have a drink, enjoy Vietnamese cuisine or simply use their laptops in the coworking spaces.





The designers created a specific locally-inspired color palette deployed throughout the hotel, from the bespoke sunshades on the façade down to the cushion fabrics.



The interior design is centered around creating a fun and dynamic environment, using furniture styles based on the street food culture such as food carts for the self-service food and beverage facilities and bicycles repurposed as table legs for the breakfast bars.



The 12-floor, 10,500 m2 hotel has been designed as an extension of Vietnamese street life, bringing local flavor from the outside in.

