

Every day's a school day at The Campus—the innovative new meeting and events venue at Grand Hyatt Erawan Bangkok

□ **HONG KONG (May 2009)** – Ever wish you could return to those carefree, formative days of your youth, a time of enthusiasm, ideas and hope? Wouldn't it be great to revisit your university environment, but armed with the confidence and wisdom of later life?

Now everyone has that opportunity. Hyatt recently launched **The Campus** at Grand Hyatt Erawan Bangkok—an innovative new events concept and venue, and the world's first truly dedicated MICE (meetings, incentives, conferences and exhibitions) facility within a hotel.

The idea for **The Campus** sprung from a thought Andreas Stalder—Senior Vice President of Product and Brand Development for Hyatt Asia Pacific—had during an internal meeting. He noted the similarity between the formats of conferences and school: you meet at the beginning; break off for individual 'classes'; an expert leads the session, presenting and teaching; and participants meet during breaks to discuss what they've been taught (or not as the case may be). Just as we go to university to learn, we attend meetings to acquire knowledge.

From that germ of an idea, **The Campus** was born. Located on the lower lobby floor of Grand Hyatt Erawan Bangkok, the 891-square-metre (9,591 sq ft) venue has been conceived to evoke the nostalgia and romance of university life, while inspiring creative thinking and enhancing the exchange of ideas. With room names like Lecture Hall, Library and Cafeteria and spaces decorated with university flags; institutional-style clocks; portrait busts of Einstein and Shakespeare; and even a university rowing boat, **The Campus'** creators have created the look, feel and facilities of a 'learning' environment. A young, dynamic operating team, sporting preppy-style blazers, striped ties and boat shoes, is dedicated to creating a unique service experience and even have a Campus Motto: 'Forever connected. Forever learning. Forever inspired'.

Though inspired by the nostalgia of university life, **The Campus** is a thoroughly modern setting. Wireless internet is available throughout the venue and all rooms are fitted with the latest technology and user-friendly equipment: hi-tech audio systems; lighting which can be adjusted by mood; extra-wide LCD screens available for wireless PC or DVD hook-up; electronic whiteboards with printing facility and USB flash drive saving; iPod docking stations; storage cabinets fitted with power supply for laptop and mobile phone charging; self-serve coffee machines; and LCD screens outside the rooms for eye-catching digital signage.

Grand Hyatt Erawan Bangkok, situated in the heart of Bangkok's city centre, is easily accessible by public transport and features 400 car park spaces. On arrival at **The Campus**, guests enter at the **North Gate**, which like all university entrance grounds, is a hive of activity at the start of the day—a place for pre-function congregation, orientation, registration and networking.

This leads directly into the **Lecture Hall**, the main meeting room at **The Campus** and its largest, with a capacity for 140 theatre-style and 180 for cocktails. Reminiscent of the college amphitheatre, the Lecture Hall features a high-definition 140-inch screen, available for live video streaming. An adjacent IT room provides technical support and the lighting system is linked to an automatic door opening system, to create a dramatic, theatrical entrance for guests.

At the other end of the complex, **Union Hall** is the second largest meeting room, catering to up to 60 theatre-style, and features an adjacent terrace. Between the two main halls, three **Classrooms** provide smaller meeting spaces for breakout sessions or more intimate events. These versatile, modular spaces, bathed in natural light, can be used as individual rooms or combined, creating capacity for anything from eight to 70, depending on the set-up.

Next door, the **Library** is lined with shelves stocking books on all subject matters and accommodates 16 theatre-style or 20 for cocktails. When not being used for a function, it is an ideal spot for solitude and quiet thought. Directly opposite, the **Reading Room** is another book-lined getaway from the hustle and bustle, with a capacity for eight people boardroom-style and video-conferencing capability. When not hosting meetings, the Reading Room can be opened up as an adjacent extension to Union Hall or the Library.

Supporting the main meeting rooms is a host of school-inspired facilities. The **Internet Café** is a fully-functioning business centre, equipped with nine computer stations featuring the latest PCs and Macs; telephones with conferencing capabilities; copiers, fax machines and colour printers—supported by a secretariat and team of IT experts, primed to assist with anything guests might need during their time at **The Campus**.

The **Campus Store**, meanwhile, stocks a variety of daily essentials and sundries, including newspapers, magazines, books and candy alongside kiosks offering fresh popcorn, roasted nuts and soft-serve ice cream. The Campus Store will also sell a collection of high-quality Campus-branded merchandise such as group pictures, t-shirts, mugs and USB flash drives, perfect for delegate gifts or event mementoes.

After a morning or afternoon of productive 'lessons', appetites will loom large and the buzzing **Cafeteria** is where everyone will gather to satiate them. Designed to reflect the lively, collegiate-style quad, and inspired by convenience food icons such as Starbucks, Krispy Kreme and McDonald's, the Cafeteria will house a series of dedicated food and beverage stalls offering live cooking action and fast, efficient service.

A Deli—inspired by those found in Europe and the US—will feature *charchuterie* on display and offer sandwiches and sausage rolls by the metre; Cornish pasties; toasties; submarines; made-to-order salads; fresh fruit; and yoghurt. The Bakery will overflow with fun, freshly baked fare, generously sized for 'young' appetites: large cookies, chocolate doughnuts, muffins, waffles, jumbo pretzels, granola bars, brownies, caramel éclairs and pizza by the sheet. Those hankering after noodle soups and congee will head for the authentic Asian-style Noodle Bar, while burgers and hotdogs will be available from the Grill, specialising in food, fast (as opposed to 'fast food').

Where would a college campus be without a bar? And here, in the campus of our dreams, there are two. By day, the **Campus Bars** will offer tea and coffee in big Campus mugs, as well as freshly squeezed juices, Mars Bar smoothies, Orangina, Gatorade and Red Bull. Come sundown, offerings are of the alcoholic variety, with beer on tap, wine and freshly-prepared cocktails.

Once refuelled, students may wish to let off steam at **The Game**—an entertainment hangout kitted with foosball tables, a Nintendo Wii game station and two 42-inch LCD screens for maximum gaming effect.

Those less energetic may simply choose to kick back at **Campus Commons**, furnished with camaraderie-inducing cluster seating, and check out the nearby **Message Boards** where missives, bulletins and programmes for the day will be posted. The other outlets, bars and shops on the lower lobby floor—Spasso, Erawan Bakery, Bar @ 494, You & Mee, Club 21 and Burberry—will now be considered the **Campus College Town** catering to the 'university community' when they wish to step off campus. With **The Campus**, Hyatt is excited to offer a truly new and unique setting for memorable events ranging from corporate and association gatherings to private celebrations to innovative product launches. Not to mention the *ultimate* school reunion, alumni ball or wedding for couples that met at college... "By creating **The Campus**, we hope to provide a better product and service to the ever-discerning MICE market," says Stalder. "We've tried to conceive everything an event organiser might wish for when arranging a gathering, to create a true one-stop-shop that meets the total needs of the MICE guest. Not only do we hope **The Campus** will be the premier venue for company events and social gatherings, we hope it will bring back fond memories for guests and put a sentimental smile on their faces."

For further information:

About Global Hyatt Corporation

Global Hyatt Corporation, headquartered in Chicago, is one of the world's premier hotel companies. The hotels owned, operated, managed or franchised by its subsidiaries provide authentic hospitality to guests in 44 countries through a passionate commitment to personalized service, cultural relevance, and the environment. Global Hyatt subsidiaries own, operate, manage or franchise more than 370 hotels and resorts worldwide under the **Hyatt@**, **Hyatt Regency@**, **Hyatt Resorts™**, **Grand Hyatt@**, **Park Hyatt@**, **Hyatt Place@**, **Hyatt Summerfield Suites@** and **Andaz™** brands with additional properties under development on five continents. **Global Hyatt Corporation** is also the owner of **Hyatt Vacation Ownership, Inc.**, operator of **Hyatt Vacation Club@**. The success of Global Hyatt is driven by the commitment and energy of the thousands of men and women around the world who provide exceptional service to hotel guests. From the U.S. and Canada, reservations for any Hyatt hotel worldwide may be obtained by calling 1-800-233-1234 or visiting www.Hyatt.com.

###

Daniella Wu
Hyatt Hotels & Resorts
Director of Public Relations
+ 852 2768-1271
daniella.wu@hyatt.com

Michelle Lau
Hyatt Hotels & Resorts
Public Relations Manager
+852 2768-1293
michelle.lau@hyatt.com

<https://stage.mediaroom.com/hyatt2/2009-05-01-UNIVERSITY-OF-LIFE>