

Press Release

For Immediate Release

Vibes Marks the Official Launch of SoundCloud Channel with Inaugural ElectriQMix Vol.1 Release by FKJ

11 April 2014, Hong Kong: The electrifying open-air music lounge of The Mira Hong Kong, Vibes, officially enters the global online community for music enthusiasts with an inaugural mix curated by French DJ/Producer, FKJ, that was released at its ecstatic **Vibes SoundCloud Launch Party** held on 8 April 2014.

The event marked the official launch of an online space for **nu-disco/lounge and electro-dance music** connoisseurs from around the world to follow the beat of Hong Kong's most electrifying outdoor music lounge, which brought to the city international DJ talents, including world-famous **Magician, Classixx, Jupiter, Drop Out Orchestra (Live), Zimmer, and Justin Faust**, among others.

The by-invitation-only event played host to a **sonic spectacle by FKJ** (DJ Set), touring in Asia, **supported by VISA** (DJ Set), the resident DJ of Vibes and also the **Founder of Cliché Records**, who has been curating the music style for Vibes through handpicking emerging, innovative DJ talents from around the world to perform there, often for the first time in Hong Kong, as in the case of Magician. "We are attracting intelligent music savvy audiences who are searching for new ways to engage their interests in dance music at interesting spaces, and Vibes is a truly unique venue in that respect," said VISA.

"It gives us great satisfaction to be able to, yet again, forge a new path in Hong Kong's hospitality, by being a unique individual property boldly marking its righteous place on the music scene with Vibes' presence on SoundCloud which allows its fans, its regulars, as well as hotel's international and design-savvy Guests to plug into Vibes, join the party and feel electric, worldwide and anytime," shared **Gerhard Aicher, General Manager of The Mira Hong Kong**.

Exclusive evening supported by beverage sponsor Bacardi and official media partner, HK Magazine, gathered an explosive mix of nearly 200 Guests: city's movers and shakers, music fans and music industry representatives.

FKJ (Roche Musique) is the featured artist on the inaugural SoundCloud mix recorded exclusively for Vibes and titled **Vibes ElectriQmix Vol 1/FKJ**, released on the night, with new releases curated by internationally renowned artists to follow regularly. The nearly 40-minute mix that smoothly floats through 13 tracks including FKJ's original interpretation of upbeat "*The Twins x So Much To Me*" and his remix of *YSE Saint Laur'ant - Freeze Frame*, is available for download free of charge.

Tracklisting:

Black Eyed Peas - They Don't Want Music
Dave Hollister - Keep Lovin You (Kartell Edit)
FKJ - The Twins x So Much To Me
Justin Timberlake - Suit & Tie (Galimatias & Joppe Remix)

YSE Saint Laur'ant - Freeze Frame (FKJ remix)
GoldLink - Bedtime Story (Prod. Louie Lastic)
Sunni Colon - Jezebel
Prince - Lady Cab Driver
Quantic - Mishaps Happening
Mr President ft Mr Day - Meet Again
Ben Westbeeche - Something For The Weekend (Original Mix)
Irfane Ft Outlines - Just A Lil Lovin (Dj Edit)
Mayer Hawthorne - When I Said Goodbye

The Vibes SoundCloud will give music lovers from around the world access to a curated collection of mix tapes, driven and inspired by the alluring pulse of Hong Kong and produced exclusively for Vibes by internationally renowned artists, published on a regular basis with **Vibes ElectriQmix Vol.2: San Soda** to be released in early May 2014.

Follow and get a taste of musical Vibes on:

www.soundcloud.com/vibeshk

www.facebook.com/vibesthemira

For tickets and cabana booking please call 2315 5999 or vibes@themirahotel.com

About Vibes

Hong Kong's most electrifying open-air music lounge bar hidden in the lush, fifth floor courtyard of a chic Design Hotels™ member doubles up as a lush outdoor space to unwind in style or dance away the night. Lotus-shaped open fires, running waterways and private cabanas create an exclusive haven in the city. One of the six restaurants and bar concepts of The Mira Hong Kong, Vibes offers unique treasure of liquid delights, original snack platters and highest quality fresh fruit shisha in a variety of exotic flavours. Every Thursday venue plays host to an Arabic Night with belly dancer performance and live DJ playing funky Middle East tunes.

About Cliché Records

Created two years ago in Hong Kong ago by the energy of a team of passionate professionals, Cliché Records has risen from a small group activity into Asia's most prominent promoter, label and booking agency. They provide a wide array of music performance related services for professionals all around Asia such as providing artist/DJs for venues or corporate events, creating sounds design and artistic direction or organizing music events. They handle Asia and Middle East bookings and touring for a carefully chosen roster of Disco / House local and international artists. Recently, they also announced the release of their first vinyl this year under the series called Homesick and Fragrant Harbour.

About The Mira Hong Kong

The Mira Hong Kong is a smoke-free, designer hotel with 492 boldly accented guest rooms, including a collection of 56 suites and specialty suites. Overlooking the lush Kowloon Park and centrally located in Tsimshatsui, the heart of Hong Kong's commercial, shopping, dining and entertainment district, the hotel easily connects guests to all parts of the vibrant metropolis; being a short walk from MTR stations and the Star Ferry.

From free high-speed Wi-Fi throughout entire hotel, complimentary mobile solutions with free data, local and international calls as well as access to personalized concierge service on the move, high-end Bose iPod docking stations, wirelessly controlled on-screen infotainment, intuitive ambient lighting controls the hotel stands out among 21st century hospitality choices in Hong Kong.

The Mira Hong Kong is a member of Design Hotels™, HIP Hotels, Tablet Hotels and Kiwi Collection.

www.themirahotel.com



Hidden in the lush courtyard of Hong Kong's trendiest design hotel, Vibes is the uniquely spacious and exclusive music lounge introducing international DJs



VIP cabanas, running waterways and live fires create unique and exotic ambiance ideal for both upbeat events and everyday chill out sessions



VISA (Cliché Records) has been curating the lounge music style as the resident DJ of Vibes since 2011



French Kiwi Juice (FKJ) is the featured Producer/DJ talent behind the inaugural Vibes ElectriQmix on SoundCloud

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