

Shanghai, May 17th

Hellas House, Greek Culture & Lifestyle Center

Grand Opening of a striking landmark for Global Leaders, in Shanghai

The grand opening of **Hellas House**, Greek Culture & Lifestyle Center, in Shanghai on May 15, 2018 was as vibrant as the vision; a remarkable hub of Hellenic Culture in the heart of Shanghai introducing an exceptional contemporary lifestyle inspired by ancient Greek wisdom and cultural values.

Hellas House is the fulfillment of *Mr. and Mrs. Pavlos Kontomichalos's* vision for a landmark hub in Asia showcasing the very best of Greek Culture, Hospitality and Gastronomy – while enticing sophisticated travelers to visit and experience Greece.

Step into **Hellas House** and the marble accented interior captures the monumental influence of the Hellenic Heritage throughout history. Born to reflect the far-reaching insight of the ancient sages, the originators of freedom of spirit and discussion, as well as the holistic approach to lifestyle, **Hellas House** strives to positively influence the Mind, Body, Environment and Nutrition – and to ultimately empower a Healthier & Happier life. Toward this goal, **Hellas House** will be the first Global Leaders Club in Shanghai – bringing together thought & business leaders, entrepreneurs, pioneers, legends and influencers from around the world. This prestigious community gathered together on a grand scale to celebrate the gala event.

Global leadership from Asia and around the world was present in numbers in Shanghai to mark the launch of **Hellas House**, a milestone occasion, linking the world of influencers. Honored guest, *Elena Kountoura, Minister of Tourism of the Hellenic Republic*, officiated at the ribbon cutting ceremony and expressed her enthusiasm in the Hellas House initiative to share the Greek Cultural Heritage beyond borders, thanking the founders for their vision and hard work to create that unique landmark that spreads the “Spirit of Greece” to China in a way never done before. Minister said: “*Right here, at Hellas House you can indulge into the very best of Greek Culture, Hospitality and Gastronomy. It is the perfect venue to showcase our unique Greek treasures. It entices sophisticated Chinese travelers to visit our beautiful country*”, while she

emphasised on the strong strategic partnership and the new era of the relations between Greece and China.

Among the celebrated guests were ambassadors and local officials of Shanghai City, as well as leading international executives, the cultural elite, entrepreneurs and global influencers. The Grand Opening Gala, held in the Eros Garden of the Hellas House heritage mansion, captured the spirit of Greece in an elegant evening of friendship and entertainment where guests enjoyed Greek cuisine and hospitality at best, as well a Greek music performed by live orchestra. The media spotlight was on this special occasion with the presence of the international journalistic community.

Pavlos Kontomichalos, founder and CEO of Hellas Group, welcomed the distinguished guests to Hellas House, which introduces a new dimension in the social landscape of Shanghai. *During his speech, he emphasized the opportunity to share the Greek holistic experience which “empowers a Healthier & Happier life, inspire visitors and share knowledge on everything related to Greek culture. In 2010, after 15 years of successful business presence in Asia, the financial crisis in Greece acted as the motivation for Mr. Kontomichalos to strategically pivot to his country - and to initiate investments in projects that showcase the Greek spirit, both its cultural and gastronomic wealth.*

The **Hellas House** vision was ultimately completed after five years of detailed planning and structural renovations. The remarkable Global Leaders’ Club resides in a completely refurbished Shanghainese villa, built in 1936, renovated and designed by the owners in association with noted architect Kostas Chatzigiannis. The heritage mansion combines Shanghainese and Old Europe influences with distinctive design by Ancient Greece and monumental Greek art. Set on five levels, **Hellas House** offers the ultimate in contemporary lifestyle with elegant spaces for exceptional dining, socializing, corporate gatherings and knowledge sharing.

The distinguished interior showcases original copies of monumental Hellenic art at every turn. Greek cuisine, heart of the Aegean lifestyle, is the focus of the Elaion Open Kitchen, creating a health –oriented menu of Greek gastronomic specialties prepared by Hellas House chefs. The Elaion is also the center of lively culinary activities, such as cooking classes and seminars. For the connoisseur of fine wines, the Dionysus Wine Cellar offers the largest selection of Greek regional wines in Shanghai. Hellas House Eros Garden with pool is a magical setting for all day dining during summer months, as well as an idyllic venue for exquisite wedding receptions, special occasions and corporate events. The upper VIP floor is reserved for private dining in a suite of two rooms, the

Minoan Hall and the adjoining Aegean Lounge for aperitifs and digestifs. The hospitable atmosphere of the Eros Lounge welcomes guests to socialize and enjoy all day dining in a sunlit, indoor setting. Hellas House is a unique Greek

Culture & Lifestyle Center dedicated to promoting knowledge and culture-sharing at a new level in the inspirational H-Hall, a multi-functional exhibition space for corporate gatherings, exhibitions and events.

The Hellenic Legacy has influenced peoples across borders and oceans, across the centuries to strive toward individual betterment and live well in harmony with nature. Today, Hellas House, Global Leaders' Club in Shanghai, shares this legacy and the spirit of Greece in China, positively influencing the world.

HELLAS GROUP – www.hellasg.com

The **Hellas Group** –HG- of companies is dedicated to sharing the spirit and quality of Greek Hospitality and Gastronomy with the world, reflected in the Group's initials, HG. The Group includes the following companies: MY ODYSSEY TRAVEL, a luxury travel agency providing bespoke travel to Greece and Europe, EROSANTORINI, year round, first truly private estate on Santorini island, AGAVE, a design boutique hotel in Santorini, ELAION, top early-harvest olive oil, TSELEPOS, finest Greek wines, MILOS, authentic Greek restaurant (Shanghai), AMPHORA, food & spirits import trade enterprise (Shanghai), HOW, authentic experience retail store featuring natural Greek products including honey, olive oil, wines and cosmetics (Shanghai), HELLAS HOUSE, Greek Culture & Lifestyle Center (Shanghai).