



For immediate release

Empire by Zouk brings hip hop up to the clouds at Resorts World Genting

*The club is set to be the hottest spot in town with cutting-edge
lighting, sounds and artwork*

Genting Highlands, 29th November 2018 – When you mention clubbing to anyone in Malaysia, the Zouk brand immediately comes to mind. This is the standard that has been set by Zouk which originated in Singapore which was voted third best club in the world in the DJ Mag Top 100 Clubs DJ Ranking. The clubbing experience in the country is about to get bigger and better than ever with Zouk Atrium which will encompass the main club Zouk, Empire by Zouk, RedTail by Zouk, RedTail Karaoke as well as a RedTail BBQ outlet and Fuhu a new vibe dining restaurant in 2019, all in one trendsetting space. Empire is one of Zouk Genting's two club outlets, and one of the newest concepts introduced under the Zouk umbrella. The idea behind Empire stems from a hip-hop themed, dual club-lounge that is reminiscent of the upscale, private lounges in New York. Empire by Zouk will opened its doors on 21st November to invite all lovers of hip hop, fashion and to anyone who simply loves to party.

“Resorts World Genting was a natural fit since it is the pioneer integrated resort of our parent company,” said Andrew Li, Executive Director & Chief Executive Officer Zouk Group. “With the introduction of Zouk, it is our hope to expand its market segment, enhance and diversify the lifestyle experiences in the resort. I’m excited for guests to experience the music and vibe at Empire. Deliberately apparent with its references and swanky design language, the space to me, is captivating with an old-school charm that is further amplified by music that will be played. Zouk has always been loved for being a multi-concept complex and we are looking to create that experience to the guests at Resorts World Genting. With the rising popularity and appreciation of hip-hop culture, we thought it’d be an opportune moment to introduce a brand new hip-hop angled concept.”

“We’re looking to redefine the clubbing experience yet again and I believe we’ve achieved that at Empire by Zouk,” said Joseph Ryan, Project Director of Zouk Genting. “When we started creating the space, we wanted a place that visitors would feel as if they have stepped into an alternate universe. We’ve paid attention to each detail and worked with experts in their own field in terms of lighting, the sound system and the art that is the focal point of the club to create the best club in Malaysia.”

Spanning 5000 square feet inside Zouk Atrium of over 40,000 square feet, Empire will seamlessly have an urban blend of art, fashion and music. Designed in homage to the global cultural reach of the genre, Empire drops with swagger from the Bronx-inspired graffiti to Compton-infused flows. At 6000 feet above sea level at Resorts World Genting, Empire will

be the new hip-hop central of Malaysia, bringing street beats and urban vibes. In true Zouk fashion of having separate areas to cater for different tastes, Empire will be dedicated to hip hop. It will also be perfect for a private party for anyone looking to throw a blowout for up to 500 people with a bar and 20 tables. A 20 feet long LED screen takes centre stage to illuminate the club behind the DJ console which will host the best DJs in the world including guest DJs from Zouk Singapore. Global leaders LEDs Control who have played a part in clubs worldwide created the massive piece to make the club a visual feast.

The artwork that decks the walls looks like something out of a European Art Gallery with a funky modern twist. Curated by Singaporean art consultants The Artling, the artwork was actually exclusively created for the space at Empire by Malaysian artist Umibaizurah Mahir Ismail who has had her works collected by various institutions and private collectors including the National Art Gallery Malaysia and the Asia Arts Network in Seoul, South Korea. Using her distinct style of collage and mixed media, Ismail created a set of five works which has playful tongue-in-cheek narratives by juxtaposing the old and the new with notions of satire thrown into the mix. More artwork is extended to the restroom with two pieces by Najzil Layin from Indonesia who created two pieces that incorporated the spirited characteristics of the club with a playful nod to Banksy's 'Rage, The Flower Thrower'.

Whilst food is not always the focus at clubs, Zouk Genting is looking to change that. "With the upcoming launch of Fuhu, we are looking to continue building our F&B portfolio," shared Chef Steven Chou, Culinary Director of Zouk Group. At Zouk Genting, I will be focusing on incorporating delicious tastes, matched with theatrical presentation, exciting surrounding atmosphere and friendly yet finessed service from the moment you arrive to the minute you leave. The end goal is to contribute to building Zouk's establishments as the ultimate hotspot for wine, dine and play."

If one club is not enough, keep the party going all night long by heading to the main club Zouk, opening 31st December 2018 with a special New Year's Eve party. DJ Che Molly from one of Zouk Singapore's repertoire of resident DJs will be on hand to usher in 2019. Chosen to be the club's first female resident for her versatility and adaptability, Che'Molly is well versed in multiple genres of dance music ranging from commercial EDM, to her personal favourite, the underground sounds of House and Techno. Entry is RM50 including one drink.

Adjacent to the clubs is RedTail by Zouk, a social gaming lounge decked out in eclectic art that is perfect as a pre-drinking spot with a huge variety of games such as Giant Beer Pong, Giant Jenga, futsal and even electronic games machines. If you're a keen songbird looking to blow off some steam with friends, RedTail karaoke is the place for you with six rooms adorned with fun mascots such as Steve the drum-playing gorilla, Eddy the saxophone-playing panda and Joe the break dancing flamingo. Visitors can expect fresh new experiences with different themes across Reggae, K-pop, EDM, Rock and the Classics to explore. Visitors can then end the night by staying at one of the seven hotels spread throughout Resorts World Genting.

Empire by Zouk will be open from 11.00pm to 3.00am and is located at the Zouk Atrium, Level G of SkyAvenue, Resorts World Genting. For more information, call +603 2718 1118 or visit www.rwgenting.com

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