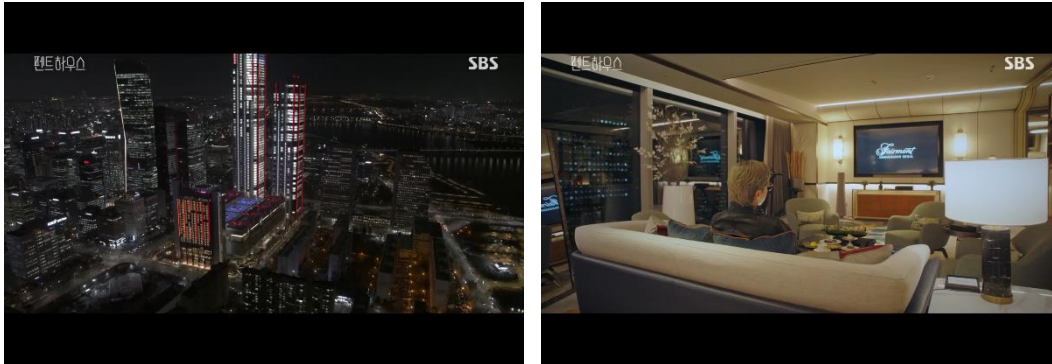


## **FAIRMONT AMBASSADOR SEOUL DESTINED FOR GREATNESS AS THE NEWEST K-DRAMA STAR**

***“The Penthouse: War in Life” will be filmed at Fairmont’s first hotel in South Korea***



**Seoul, South Korea, 7 December 2020** – Fairmont Hotels & Resorts is pleased to announce that one of its newest luxury hotels, Fairmont Ambassador Seoul, has been chosen as a film location by the popular K-Drama series, *The Penthouse: War in Life*. With the hotel set to open to the public in early 2021, fans of *The Penthouse* will get a sneak preview of the hotel's grand rooms and luxurious furnishings when it begins appearing in Episode 10 as the home of key character Logan Lee, the son of a wealthy Korean-American real estate mogul.

The new episodes featuring Fairmont Ambassador Seoul are scheduled to air by the end of November 2020. According to *The Penthouse* storyline, Logan Lee returns to Korea from the United States and sets up residence in the hotel. *The Penthouse* series, directed by Joo Dong-min and written by Kim Soon-ok, weaves a dramatic and entertaining tale of high society, fierce ambition, and glamorous real estate.

“For more than a century, the staff at Fairmont hotels around the world have done their best to meet and surpass the expectations of all guests, including filmmakers,” said Sharon Cohen, vice president, Fairmont Hotels & Resorts. “When filmmakers and directors want to portray luxury accommodations that truly represent their destinations, they often focus their cameras on Fairmont locations.”

Korean fans of *Sex and the City* and *The Sopranos*, and the classic film *Breakfast at Tiffany's* already adore one of Fairmont's most iconic hotels, The Plaza, a Fairmont Managed Hotel in New York. Famous American television shows such as legal drama *Suits* and *The Good Wife*, which were remade and aired in Korea, were filmed at Fairmont Royal York in Toronto and Fairmont Hotel Vancouver. For Korean fans of Chinese movies, Fairmont Peace Hotel will always be a reminder of *Shanghai Triad*, starring Gong Li.

Fairmont hotels are no stranger to the growing K-Drama industry either. In 2016, Fairmont Le Château Frontenac in Quebec City, Canada, made a powerful impression on Korean viewers of the K-Drama favorite, ‘*Guardian: The Lonely and Great God*’. The picturesque hotel plays a starring role where the main characters build a strong romantic connection. The hotel has since earned the nickname of ‘Drama Guardian Hotel’ to Korean fans and travelers.



Once productions have wrapped, Fairmont is equally pleased to roll out the red carpet for international stars when they attend prestigious award shows and film festivals – from the Toronto International Film Fest (TIFF) to the British Academy of Film and Television Arts (BAFTA) Awards to the International Indian Film Academy (IIFA) Awards – Bollywood's top night, which has been hosted by Toronto's Fairmont Royal York and Fairmont Singapore.

Fairmont Ambassador Seoul is located in Seoul's Yeouido financial district as part of an integrated development by Parc 1 that comprises a retail mall and two office towers. Adjacent to Yeouido Park, the hotel is within five to ten minutes' walk of Yeouido and Yeouinaru train stations, and a 1.5-hour drive from Incheon International Airport. The hotel has been designed by renowned architect Richard Rogers and features 326 guestrooms, a rooftop terrace, spa, fitness center, pool, conference hall, four restaurants and a Fairmont Gold Lounge.

Carl Gagnon, General Manager of Fairmont Ambassador Seoul commented, *"Korean fans and travelers are likely familiar with the Fairmont brand, with the iconic Fairmont Le Château Frontenac in Quebec City, Canada being featured in popular K-Drama Guardian: The Lonely and Great God. We are delighted to be featured in acclaimed K-Drama The Penthouse, which is drawing rapt attention for its exciting storyline and high production standards. The show offers viewers a compelling preview of the hotel in the build-up to its grand opening. With this dramatic entrance of Fairmont Ambassador Seoul onto the local market, guests can look forward to discovering a new paradigm of modern grandeur in the Korean capital."*

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#### **About Fairmont**

Fairmont Hotels & Resorts is where occasions are celebrated and history is made. Landmark hotels with unrivalled presence, authentic experiences and unforgettable moments have attracted visitors to Fairmont and its destinations since 1907. The Plaza in New York City, The Savoy in London, Fairmont San Francisco, Fairmont Banff Springs and Fairmont Peace Hotel in Shanghai are but a few of these iconic luxury hotels, forever linked to the special places where they reside. Famous for its engaging service, grand public spaces, locally inspired cuisine and celebrated bars and lounges, Fairmont promises a special brand of thoughtful luxury that will be remembered long after any visit. With a worldwide portfolio of more than 80 hotels, Fairmont also takes great pride in its deep community roots and leadership in sustainability. Fairmont is part of Accor, a world leading hospitality group consisting of more than 5,000 properties and 10,000 food and beverage venues throughout 110 countries.

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