



## **'NOBU WAIKIKI' TO OPEN AT WAIKIKI PARC HOTEL**

*Hotels & Resorts of Halekulani Announces Iconic Restaurant Debut in May 2007*

### **FOR IMMEDIATE RELEASE**

**HONOLULU, HI – (original version updated).** The Waikiki Parc Hotel, which is in the midst of a sophisticated revitalization project, has announced a synergetic partnership with Chef Nobuyuki "Nobu" Matsuhisa, the world's master of eclectic Japanese cuisine. The restaurant, to be called NOBU WAIKIKI will include the powerful and innovative collaboration of the Waikiki Parc Hotel and Nobu, brought to fruition by the award-winning architectural expertise of David Rockwell's New York-based Rockwell Group. NOBU WAIKIKI renovations began in June 2006 and the highly anticipated restaurant will open in May 2007, completing the dramatic transformation of the property. The announcement was made by Peter Shaindlin, Chief Operating Officer of Hotels and Resorts of Halekulani.

"Waikiki continues to captivate the international traveler with a bounty of extraordinary new offerings. We believe that NOBU WAIKIKI and its introduction to the Hawaiian Islands will redefine the current culinary standard for progressive Asian-influenced dining not only on Oahu - but throughout the Pacific Rim," said Mr. Shaindlin. "The trilogy of the contemporary, vibrant ambiance of the revitalized Waikiki Parc Hotel, Nobu's culinary expertise and Rockwell's unparalleled design make this collaboration the most coveted new dining experience on Oahu."

"This collaboration with the Waikiki Parc Hotel and the Hotels and Resorts of Halekulani is a fulfillment of a long-held dream to see Nobu come to life in Hawaii, specifically in Waikiki," said Chef Matsuhisa. "Waikiki Parc Hotel, across the street from its sister property Halekulani, provides me the premier location to entertain guests from Hawaii and those from around the world. I am looking forward to creating new Nobu dishes highlighting local culinary flair that emulates the creative resurgence of Waikiki."

Chef Matsuhisa, the world's leader in innovative Japanese cuisine, is celebrated for his expertise of blending classical Japanese techniques with exotic global flavors, and for cooking from his 'Kokoro' (heart). His loyal clientele include the A-list of the world's most affluent celebrities and connoisseurs. Chef Matsuhisa also sincerely understands, respects and embraces Hawaii's matchless sense of place and its extraordinary indigenous delicacies.

The dazzling new 7,500 square-foot NOBU WAIKIKI is being created by the Rockwell Group. Indisputably one of the world's most sought-after and internationally acclaimed architectural design firms, the Rockwell Group's diverse and celebrated work has included restaurant, hospitality, theater and film venues such as Nobu Fifty Seven in New York and the Kodak Theatre in Los Angeles. At NOBU WAIKIKI, Rockwell's designers are imbuing the space with architectural rudiments reflective of Hawaii's distinct environment: running water, bamboo, fish nets, island foliage and stone surfaces, among others.

The restaurant will be located in the lobby of the Waikiki Parc Hotel and will include full service sushi bar and a private dining area for special events. Construction will begin summer 2006 with a ceremonial opening to follow in May 2007.

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**About Waikiki Parc Hotel**

The newly revitalized Waikiki Parc Hotel is the pulse of Waikiki and intertwines contemporary flair and sophistication with chic urban living and ultra-refined service. Future home of NOBU WAIKIKI, the Waikiki Parc Hotel envelopes guests in an unmatched stylish experience framed by stunning views of Honolulu city lights and ocean horizons. The Waikiki Parc Hotel is managed by the Hotels and Resorts of Halekulani, a brand management division of the Honolulu-based Halekulani Corporation, which also manages world-renowned sister property, Halekulani. For reservations and information contact your travel planner or the hotel at 808-921-7272 or visit [www.waikikiparc.com](http://www.waikikiparc.com).

**About Hotels and Resorts of Halekulani**

**Hotels & Resorts of Halekulani, HRH**, represents a luxury hospitality legacy of unique and iconic properties including Halekulani or “House Befitting Heaven” and the Waikiki Parc Hotel, both on the beach in Waikiki. The HRH philosophy embodies a lifestyle hospitality experience like no other, surprising and delighting guests with its indigenous cultural sensibilities and unparalleled personalized service. Halekulani has welcomed discerning travelers to Waikiki Beach since 1917 and, since its redevelopment in 1983, Halekulani has been consistently ranked and acclaimed as one of the world’s finest hotels. Waikiki Parc Hotel, situated adjacent to Halekulani, was developed by the Halekulani Corporation in 1987 and offers affordable luxury in an intimate contemporary setting. The Waikiki Parc has established a well deserved reputation, as well as state-wide acclaim, for its gracious service. In addition to the management of its two iconic hotels in Waikiki, the Hotel & Resorts of Halekulani is committed to expanding its brand offerings by developing unique properties in select locales, both in the Hawaii and throughout the world. For additional information, visit [www.halekulanicorporation.com](http://www.halekulanicorporation.com).

**About Nobu**

**Nobu**, the world’s most popular Japanese restaurant known for its innovative new style Japanese cuisine, started as a business partnership in 1994 between chef Nobu Matsuhisa and his partners actor Robert de Niro, producer Meir Teper, and managing partner Richie Notar. With the original restaurant in New York, the Nobu brand is now an empire that spans across the globe, from London to Tokyo, Las Vegas to Malibu, Milan to Miami Beach, Dallas to Paradise Island, The Bahamas, and upcoming locations in Hong Kong, Waikiki, and San Diego. Nobu restaurants, all a visual and culinary delight, continue to win unprecedented praise and rave reviews from such publications as the New York Times, the Zagat Surveys, and the Michelin Guides. The restaurants’ perennial popularity and devoted following are a tribute to Nobu putting his own spin on traditional Japanese cooking.

**About The Rockwell Group**

**Rockwell Group**, an award winning, cross-disciplinary 180-person architecture and design practice was founded by David Rockwell. Based in New York City, Rockwell Group specializes in hospitality, cultural, theater and film design. Recent commissions include the Jet Blue Terminal at John F. Kennedy Airport; the Elinor Bunin Film Center at Lincoln Center; Town restaurant and Chambers hotel (New York City); W New York and W Union Square (New York City); the Academy Awards’ Kodak Theatre (Los Angeles); the Broadway musicals “Hairspray,” “Dirty Rotten Scoundrels” and “Phantom of the Opera” (Las Vegas); and, numerous restaurants located internationally including New York restaurants Nobu Fifty Seven, Country, Bar Americain, Café Gray, Nobu in Dallas, Bahamas, Dubai and Hong Kong, Roppongi Hills in Tokyo and Maze in London to mention a few.

**For Further Information, Please Contact:**

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