



208 Duecento Otto recognised by Wallpaper* as one of the world's Best New Restaurants

(Hong Kong, 24 January 2010) **208 Duecento Otto**, the buzzing neighbourhood restaurant and bar inspired by the New York-style Italian culinary tradition, has been recognised by both local and world-leading publications as one of Hong Kong's top openings of the past year.

In **Wallpaper* magazine's Design Awards 2011**, published in their January edition, 208 and its designers Autoban were shortlisted in the Best New Restaurant (worldwide) category, alongside Tote on the Turf in Mumbai, Tokonoma in Sydney, La Villa in Paris, and Viajante in London.

Wallpaper* said: "Hotelier Yenn Wong continues to mine, with great effect, her talent for creating decadent rooms and eateries in fashionable locations. Her latest venture, 208 Duecento Otto, is an especially grand statement in Hong Kong's artsy Sheung Wan quarter. For its first Asian project, Istanbul design team Autoban has dressed the two-storey building, formerly a meat warehouse, with a mix of custom-made blue and white Chinoiserie-patterned tiles, oversized wicker chairs, steel pillars and warm walnut panelling. Chef Vinny Lauria (formerly of Babbo in New York) cooks up a rustic Italian menu, and for a postprandial tipple, the downstairs bar tempts with icy cocktails and Avignonesi grappa".

In 2010, 208 was voted the **Best Restaurant** in the **HK magazine Readers' Choice Awards**. "Easily one of the biggest restaurant openings this year, 208 was voted by you as the best new restaurant this year. With its edgy, industrial vibe offset by quirky blue-and-white porcelain walls, this is modern New York-Italian dining that's proud to have set up home in Sheung Wan. It's casual dining at the downstairs bar, with hunks of cured meats, fresh pizzas and a smart wine list, or cool, experimental dishes in the intimate dining room upstairs," said the editors.

In the **Time Out Hong Kong's Dining Awards**, 208 was voted by readers as Hong Kong's **Best New Restaurant**. The authentic Neapolitan pizza was chosen by readers to be the **Best Pizza** in town.

Elle Decoration China recognized the interior design of 208, by Turkish design company Autoban with the **Best Restaurant Award – Design**. Twenty designers and artists from Hong Kong, Taiwan and China made the selection based on the criteria creativity, avant-garde, fashionable design, and most importantly originality of the design.

208 Duecento Otto was selected the first by **Asia Tatler's pick of the Top 5 perfect thin crust pizzas in Hong Kong**. It said: "One of the most authentic thin-crust pizzas in town can be found at the new and stylish 208 on Hollywood Road. Not only was the brick pizza oven custom-built but ingredients such as the buffalo mozzarella are imported from Italy. All this is done under the watchful eye of Enzo Carbone - seasoned chef, Neapolitan pizza specialist and son of trattoria owners in Naples. The pizzas are prepared to the specifications of The Association Verace Pizza Neapolitana."

About 208

Located on Hong Kong's art and antiquing Hollywood Road in the up-and-coming Sheung Wan district, the concept is the creation of Yenn Wong, founder of JIA Boutique Hotels.

Set in a two-storied venue, 208 Duecento Otto combines an energetic Bar downstairs with a more intimate upstairs Restaurant, both with outdoor seating that overlooks Hollywood Road. Formerly a meat storage warehouse, 208 Duecento Otto is named after its street number at 208 Hollywood Road.

From the **kitchen**, rustic Italian cuisine is brought to the tables of 208 Duecento Otto. Dishes are prepared from scratch using the freshest ingredients, with a sensitivity towards sustainability and not using anything pre-made. Good food is about enhancing the natural flavours of the ingredients, not overpowering them, and this is the focus at 208, where the menu is made up of dishes that our patrons love to eat frequently – rustic, traditional, tasty dishes.

208's pizzas are created by Enzo Carbone, a seasoned chef and Napoletana pizza specialist who comes from a family of trattoria owners in Naples. The pizzas are prepared to the specifications of The Association Verace Pizza Napoletana – using only buffalo mozzarella imported from Italy and the freshest ingredients and baked in a custom-designed pizza oven shipped in from Naples – ensuring that the aromas of Italy penetrate the venue.

At the Bar, a unique menu of cocktails and wines that reflect the personality of this buzzy New York-style restaurant and bar for those who love to mix and mingle. The dynamic list of wines complements the rustic Italian cuisine – with 20 wines by the glass, and 70+ by-the-bottles. The selection tells a story of new vs. old, matching a vibrant new take on old world products, against carefully selected “will-be-classics” from the new world - a bold and refreshing cross-over.

The Bar is a destination in itself for evening entertainment and casual dining; drinks are paired with a full menu of salume, Napoletana pizzas, pastas, antipasti and gelati.as well as Daily Specials from the Chef and a selection of Mozzarella.

The **interior design** of 208 contrasts with the local architecture of the old building in which it is housed. In their first Asian appointment, Turkish design company **Autoban** has created inspired interiors. Autoban was named “Best Young Designers” by Wallpaper* in 2004 and awarded “Best Restaurant” design by the same in 2006. They are more recently known for their design of Witt Istanbul Suites, a Condé Nast Traveller *Hot List* hotel in 2009.

The 4,000 square foot space seats 52 people in the Restaurant and 32 for dining at the Bar. There is also a cosy private dining room for up to 20 people on the lower floor.

Website: www.208.com.hk

Facebook: www.facebook.com/208DuecentoOtto

Contact Details:

Address: 208 Hollywood Road, Sheung Wan, Hong Kong

Tel: +(852) 2549 0208

Email: info@208.com.hk

Restaurant Manager: Giulio Gongarini

Opening Hours:

BAR

Pizza – Antipasti – Pasta - Drinks

LUNCH: Monday – Friday 12 Noon – 3 pm (last orders 2.30 pm)

TEA: Daily 3-6 pm

DINNER: Monday – Saturday 6pm – Midnight (last order 11 pm)

Sunday: 6 pm – 10 pm (last order 9.30 pm)

BRUNCH: Saturday 12 Noon – 3 pm (last orders 2.30 pm)

& Sunday 10am – 4 pm (last order 3.30 pm)

RESTAURANT

Rustic Italian Cuisine from a New York perspective

LUNCH: Monday – Friday 12 Noon – 3 pm (last orders 2.30 pm)

DINNER: Monday – Saturday 7pm – Midnight (last orders 10.30 pm Mon-Thu and 11 pm Fri & Sat)

BRUNCH: Saturday 12 Noon – 3 pm (last orders 2.30 pm)

& Sunday 10am – 4 pm (last order 3.30 pm)

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Note to Editors

“208 Duecento Otto” is the full name of the restaurant and bar - this is the street number on Hollywood Road written both numerically and in Italian. We expect it to be referred to simply as “208” (Say: *two oh eight*, rather than two hundred and eight).

Media Contacts

For more information or interviews, please contact **Sinclair Communications**. High resolution images can be downloaded from www.jiaboutiquehotels.com/public.

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208 Duecento Otto Façade



208 Duecento Otto Entrance



208 Duecento Otto Bar



208 Duecento Otto Restaurant