

# Hong Kong News

December 2022

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## 1. NOI

### Project Overview

Noi, the new restaurant lounge led by Argentinian-born Michelin-starred chef, Paulo Airaudó, has opened at the newly refurbished Four Seasons hotel in Hong Kong. The restaurant was designed by interior design studio AB Concept. The overall design pays homage to Chef Airaudó's Italian-Argentinian ancestry by fusing Italian architecture with modern furniture, along with a statement wine cellar. Noi, which translates to "we" or "us" in Italian, offers diners an authentic fine-dining experience and a window into Chef Airaudó's world, complete with playful furnishings that were influenced by his travels as well as pop art references to his tattoos, favorite movies and video games. Following a design brief set by Airaudó himself, AB Concept has divided the new restaurant into two key zones: an Italian style dining room named Italian Silhouette with a capacity of 22 covers, and Doodle Garden which is a more casual breakout lounge featuring a wine bar kiosk and panoramic views over Hong Kong.

### Project Details

1. Type of Business: Fine-dining Italian restaurant
2. Open Date: 11/2022
3. Concept: A fusion of Italian architecture, modern furniture and playful elements influenced by the chef's travels.
4. Location: Four Seasons Hotel, 8 Finance Street, Central, Hong Kong
5. Interior Designer: AB Concept; [www.abconcept.net](http://www.abconcept.net)
6. Developer: Four Seasons Hotels and Resorts; [www.fourseasons.com](http://www.fourseasons.com)
7. Website: [www.fourseasons.com/hongkong/dining/restaurants/noi](http://www.fourseasons.com/hongkong/dining/restaurants/noi)

### Location map



Noi restaurant is located on Podium L-5 of the Four Seasons hotel, at the edge of Victoria Harbour on Hong Kong island.



Foyer.





Italian Silhouette is the main dining room inspired by traditional Italian motifs and featuring rich materials and color palette of deep blues, bronze, dark timbers, leather, rippled glass and silver travertine.



The curved banquette seating overlooks an open kitchen backed with Japanese tiles, while bamboo screens separate this space from the Doodle Garden beyond.



Dining bar.



Noi's statement wine cellar.



Doodle Garden is a more casual breakout lounge featuring a wine bar kiosk.





The interiors are decorated with items the chef has collected on his travels as well as pop art references to his tattoos, favorite movies, and video games.



