

FOUR SEASONS HOTELS AND RESORTS



The story of Four Seasons Hotels and Resorts, which opened its first hotel in 1961, is a tale of continual innovation, remarkable expansion and a single-minded dedication to the highest of standards. The Canadian-based company has, for nearly 50 years, transformed the hospitality industry by combining friendliness and efficiency with the finest traditions of international hotel keeping. In the process, Four Seasons has redefined luxury for the modern traveller.

1960 – 1969 | FOUR SEASONS IS BORN

Isadore (Issy) Sharp had no plans to enter the hotel business on a grand scale when the young architect and builder – working with his contractor father, Max Sharp – constructed his first hotel. Over the course of this decade, he opened three Four Seasons hotels. Sharp's experience would pave the way for the creation of a new kind of hotel, one focused solely on the guest. The first Four Seasons hotel opened on the first day of spring in 1961 on an unlikely downtown site in Toronto, Canada. It had taken more than five years for Issy Sharp, still in his 20s, to convince backers of his vision. Yet, from the start, the 125-room motor hotel showed the hallmark of Four Seasons – a more personal style of service. “We opened our first hotel

with a simple principle: treating every customer as a special guest.” Issy Sharp was both the developer and the builder of the hotel, with his original partners, Murray Koffler, Max Sharp, Eddie Creed and Fred Eisen. In 1963, Four Seasons opened its second hotel, Toronto's Inn on the Park. Sharp again commissioned Peter Dickinson, the architect responsible for the innovative design of his first Four Seasons hotel two years before. Perched on a hill above hectares of parkland, and boasting one of the city's top restaurants, the sophisticated urban resort-style hotel was an instant success.

1970 – 1979 | A FOCUS ON LUXURY

The 1970s began with a defining moment – the opening of a hotel in London, England. This hotel set the tone for the future direction of the company and pioneered many of the signature Four Seasons services now delivered worldwide. Within a few years, the company's portfolio also included 10 hotels across Canada, and its first US management contracts, in San Francisco and Chicago. By the close of the decade, Four Seasons had entered the US market under its own brand name in Washington, DC. Four Seasons would make four strategic decisions that formed the pillars of its business platform. The first was about quality. Four Seasons would focus on one thing: being

the best in each location, with medium-sized hotels of exceptional quality. The second key strategic decision that formed the business platform was about service. By the mid-1970s, the company had turned its sights to the south. Cracking this market would require an edge, and Four Seasons decided to make that edge service – the exceptional service that had made the London hotel so successful. True luxury is defined not by architecture or décor, but by service.

1980 – 1989 | EXPANSION INTO THE USA

The 1980s unveiled flagship hotels in a dozen US cities, including Philadelphia, Boston, Dallas, Los Angeles and Chicago. Four Seasons as a distinct brand name was coming into its own. Diving less-strategic properties, the company began to transform itself from a hotel owner-operator into a management company. It also started to manage hotels in mixed-use developments – a new concept at the time – allowing it to extend its expertise into high-quality residential environments. The third of the four strategic decisions that formed the business platform was about culture. Four Seasons had always had an implicit operating philosophy. As the company expanded, Issy Sharp decided to make it explicit. He knew that shared values were essential to the service culture he wanted to create. Therefore, he and his team developed a formal credo, founded on the Golden Rule: We treat others – all others: customers, employees, partners, suppliers – as one would wish to be treated. This became the cornerstone of Four Seasons culture. Today, embraced by all employees from Nevis to Cairo, the company's goals, beliefs and principles embody what the world thinks of as Four Seasons service.

1990 – 1999 | GROWTH AROUND THE WORLD

Acclaimed as a North American leader in hospitality by the start of the decade, the Four Seasons brand had arrived. Anticipating the demand for a new generation of leisure experiences – offering exceptional service and facilities in exotic destinations – the company focused on expanding its portfolio of resorts throughout the 1990s. It also introduced the Four Seasons experience to a significant number of destinations in Europe and Asia.

2000 – 2009 | A GLOBAL LUXURY BRAND

As its fifth decade began, Four Seasons continued to grow – in both size and recognition – around the world. The company now welcomed guests to 50 properties, on every continent except Antarctica. More than ever, Four Seasons Private Residences, Residence Clubs and other branded residential offerings were integrated with urban and resort Four Seasons locations. The strength of the brand had become a promise of a quality of life. In 2004, Four Seasons entered Fortune magazine's Hall of Fame for the 100 Best Companies to Work For, as one of only a few firms included every year since the list began. Two years later, in 2006, Four Seasons became one of only five companies to earn the magazine's Great Place to Work® Respect Award. Less than a decade after its launch, www.fourseasons.com reached \$100 million in cumulative online bookings. In 2006, Four Seasons was included in the 30th-anniversary issue of the Robb Report, which celebrated “the most exclusive brands of all time.” The group of 20 celebrated Icons and Innovators Who Define Excellence also included Armani, Cartier, Château Lafite Rothschild, Ferrari, Glenlivet, Louis Vuitton and Rolls-Royce. Four Seasons Centre for the Performing Arts – the new home of the Canadian Opera Company and the National Ballet of Canada – opened



in 2006 in Toronto, the birthplace of Four Seasons. In 2007, a deal was completed that returned Four Seasons to private ownership in a partnership between Microsoft's Bill Gates and Prince Al-Waleed bin Talal, one of the major shareholders of Four Seasons. Isadore Sharp and his family retained a significant share and operating involvement in the company Sharp founded.

2010 – PRESENT

Entering its sixth decade, Four Seasons has kept the focus on global expansion. Equally important has been the company's emphasis on creativity and innovation, enhancing its leadership in luxury travel. On March 21, 2011, Four Seasons celebrated its 50th birthday, commemorating the opening of its first hotel in Toronto in 1961. In 2014, the company introduced the first-ever Four Seasons Jet, providing a complete Four Seasons experience in the sky. Featuring signature design standards, staff and service, this private jet offers round-the-world journeys to Four Seasons hotels and resorts – creating a seamless Four Seasons travel experience.



CHRISTOPHER W. NORTON

President, Global
Product and Operations

Christopher W. Norton oversees global hotel operations, design, construction, capital planning and procurement, and drives the look and feel of Four Seasons with the objective of being recognized as the very best in every destination where Four Seasons operates. To achieve this vision, Chris brings together company talent along with top international designers, architects, and the best operators in the business in cross-functional teams to deliver exceptional guest experiences. His talent lies in his leadership ability, which has consistently produced outstanding product, people and business results. Chris remains confident that the company's legacy of creativity and innovation will continue to exceed guest expectations.

In the Four Season's profile you mention "Times change, but our dedication to perfecting the travel experience never will." How do you conceive luxury and how do you manage stay up-to-date on evolving guest needs?

Luxury is very personal and individual, which is why we have always focused on highly customized service at Four Seasons. To exceed the expectations of today's modern luxury traveler we must deliver consistent, genuine and highly customized service. We must tap into an emotional connection with guests and not only understand, but acknowledge their unique preferences through highly personalized service. As our business has grown and our guests have evolved and changed, we have continually pushed the bar on new services and products - such as our fully customizable bed - to enhance this guest experience, anticipating the needs of guests and offering thoughtful solutions. We are always conscious of our guests' most precious commodity - time. No matter the affluence, time is the one thing you cannot buy. How our guests spend their time with us is of the utmost importance. Technology - such as our recently launched Four Season App is introduced to help guests make the most efficient use of their time. Recognizing today's world is one of choice and access, the Four Seasons App empowers our guests to tap into our legendary service in an entirely new way. It is a digital manifestation of our commitment to service, yet another way to connect to our people and an extension of our service model.

Four Seasons manages most of its hotels. What is, if any, the distinguishing feature they have in common?

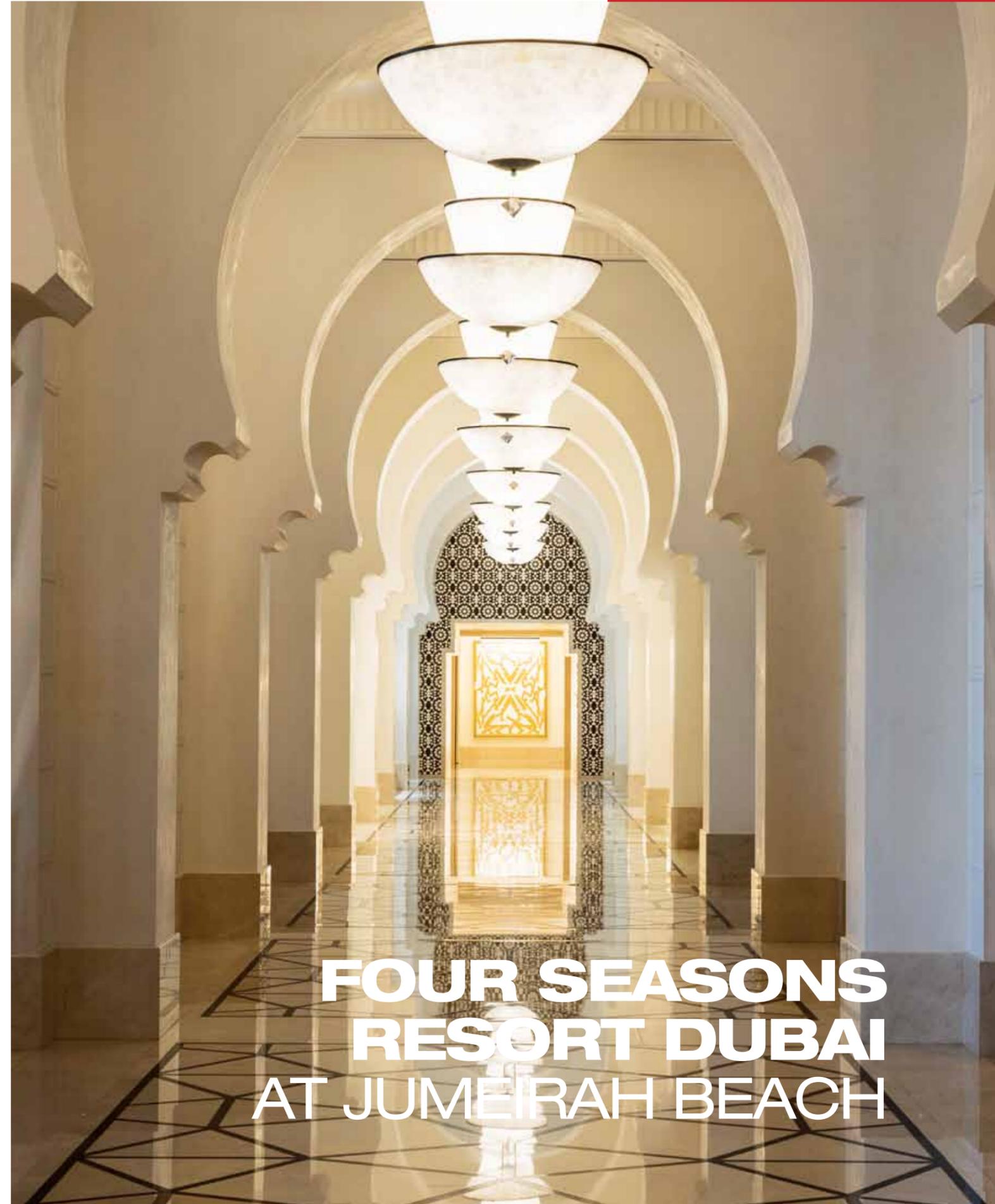
Four Seasons properties around the world are unique and graceful complements to their locales, inspiring buildings and spaces that appeal to the sensibilities of today's luxury traveler. What each property shares is Four Seasons legendary commitment to service excellence across all guest touch points and our desire to produce the very best experiences for our guests. True differentiation comes from great service. Service excellence is what makes our hotels come alive in genuine, memorable ways - service that is not only consistent and flawless but that inspires and captivates. This means continued recognition of the integral role our world-class employees play in anticipating and shaping a guest's mood and delivering the extraordinary experiences and customized service that is synonymous with Four Seasons and the basis of our renowned culture.

When Four Seasons plans to open a new hotel how does the company choose the architect? Do you have a dedicated designer or an internal studio, or does the property choose the architect?

We work closely with our hotel owners in the designer selection process to ensure we are matching the right designer to the project. We have introduced many new A-list designers who are bringing our properties to life in fresh, innovative ways. Rather than a static list we are constantly looking to add new designers to our roster to match world-class talent with each project. Engaging with our hotel owners early in the design process ensures we have a shared understanding of the property vision and positioning. Having a vision and personality for each property is important in meeting guests' expectations for unique, authentic and locally relevant experiences.

We see that Four Seasons is planning to open new hotels. In the coming year what is your focus: new countries or different hotel concepts?

Both. We are focused on growing in new destinations and also expanding our presence in key gateway markets such as New York and Dubai, where we are set to open our second property. We are also focused on residential growth. Residential has been an important area of growth for Four Seasons for more than thirty years - we have been a pioneer in branded residences since 1985 when we launched our first branded residences in Boston and today we are the global leader and largest operator of branded residential properties. More than 3/4 of new projects under development contain a residential component. Our buyers are often among our most loyal guests who want to avail themselves of our services in a residential context, as part of their daily lives. Residences deliver considerable benefits to owners including superior design, fabulous location, luxurious and exclusive amenities and of course, Four Seasons promise of customized services and amenities and ultimate personalization on a permanent basis. For us residential has always been a natural extension of our core business; an extension of the unparalleled hospitality that Four Seasons extends to our guests.



FOUR SEASONS RESORT DUBAI AT JUMEIRAH BEACH

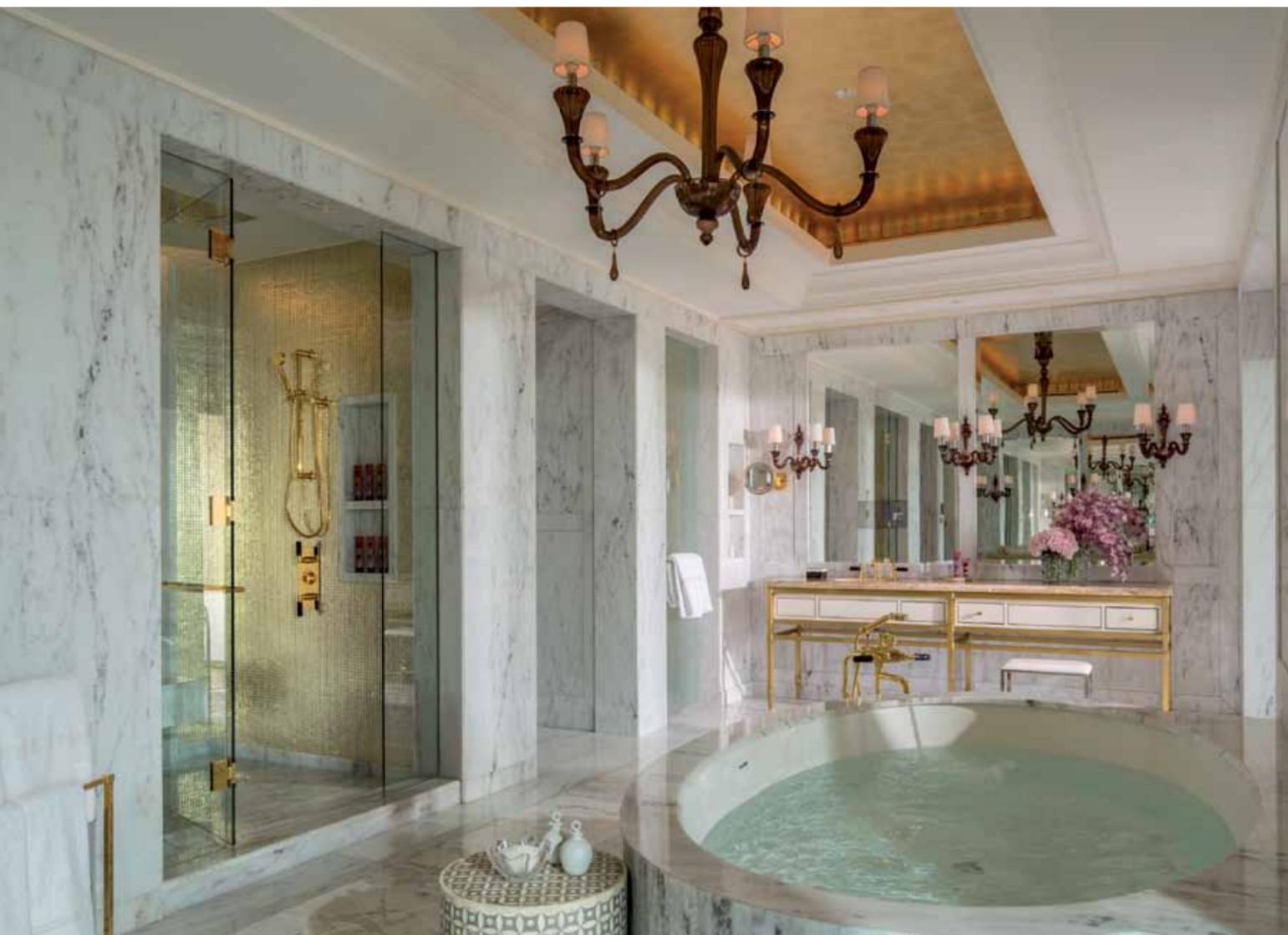
IN A CITY WHERE IMAGINATION AND INNOVATION ARE PERPETUAL AND RAPID DEVELOPMENT IS NOT MERELY A DREAM BUT A CONTINUING STATE OF REALITY. THE FOUR SEASONS RESORT IS A HAVEN OF RELAXATION, SET IN A SECLUDED OASIS OF SAND AND SEA, YET NEATLY NESTLED CLOSE TO THE HEARTBEAT OF DUBAI'S ICONIC LANDMARKS AND VIBRANT RESTAURANT SCENE. UNVEILING A FRESH, CONTEMPORARY PERSPECTIVE ON TRADITIONAL ARABIC TASTES, IT SEAMLESSLY REFLECTS THE COSMOPOLITAN NATURE OF THE DESTINATION.

By Sofia Coppini
Photo by Ken Seet

Charged with creating something “fresh” within a city known for landmark projects could prove a daunting task for the uninitiated. For BAMO, designing Four Seasons Resort Dubai at Jumeirah Beach was an exhilarating opportunity to create something original while expanding its world-view. Though BAMO’s portfolio spans 20 countries on 5 continents, this resort was BAMO’s first project in the region. The BAMO team, led by Principal Michael Booth, took inspiration from Dubai’s cosmopolitan allure, vibrant culture, and stunning views of the Persian Gulf. The result is a light, airy, and elegant 5-star urban resort. The building’s exterior is Andalusian, the Spanish Islamic style familiar within the region. Stepping inside the hotel, subtle references remain with traditional forms beautifully transformed in a contemporary way. The look is fresh and the details are extraordinary. Both are essential to stand above the rest in a region where luxury

is the norm. The lobby of Four Seasons Resort Dubai at Jumeirah Beach is nothing short of palatial. Ceiling heights soar to 10 meters and the entire space is wrapped in honed, crema marfil marble. With incredible views of the Persian Gulf, the Lobby Rotunda serves as the heart of the hotel. An octagonal dome glows softly as light bounces off of its silver leaf finish. The balustrade, which wraps the stair leading to the lower level, includes custom blown-glass balusters from Italy and a handrail of rich black lacquer. Underfoot, a polished cream marble floor is accented with a dark stone geometric pattern. Arched windows and passageways juxtapose the large, modern rectangular main entryway to the Lobby Lounge. The Shai Salon is an important gathering space for business as well as social occasions. Eight columns of Kenyan black marble define the space, while the driftwood-washed, wood ceiling designed in an Arabic geometric pattern provides a tradi-





tional reference. Furniture is upholstered in a calming palette of whites and creams accented by luxurious blues and a hint of gold, with colors paying homage to the resort's waterfront setting. An Italian mosaic marble mural behind the coffee bar at the far end of the room creates a striking focal point, but the real view is the sea that lies beyond the full-height glass wall to the west. Opposite the Salon, Hendricks Bar offers visitors an intimate conversation space and framed views of the ocean beyond. With rich, fumed oak walls, inset aubergine leather panels, and boxy club chairs with nail-head detailing, the space is reminiscent of a lushly appointed gentlemen's club.

From the Banquet Lobby at the end of the Gallery, a grand stair leads down to the expansive banquet facilities. The octagonal stair includes an over-scaled, custom plaster balustrade and deep blue carpet runner set against cream marble treads. A hand-blown contemporary Venetian glass chandelier adds additional drama to the voluminous space. The membership health club, beach club and spa, are designed to restore body and soul. The domed men's and women's wet rooms include polished marble floors, cylindrical stone columns, rich gold mosaic and star-like pierced lighting in the center. The bright and airy guestrooms marry transitional architectural detailing with contemporary furniture and fabrics. Entered from a shared vestibule, the room is generously proportioned with the ceiling rising three meters and the space being both deep and wide. The color palette introduced within the public areas continues within the guestroom, with blues and greens referencing the sea beyond. Off of the foyer is the six-fixture bathroom with white marble floor, silver leaf paper ceiling, custom Murano glass pendant, and marble mosaic feature wall set behind the free standing tub. Adjacent to the bathroom is an open wood jali door leading to a generous dressing room. Within the main living space, carpet replaces the stone flooring found in the foyer, bathroom, and dressing room. A nearly full-height, leathered headboard accentuates the impressive ceiling height. Casual upholstered seating comes in the form of an L shaped sofa designed for work or relaxation and bench positioned at the foot



BAMO

BAMO designs elegant and functional spaces where people live or stay. Spanning 20 countries on 5 continents, their residential and hospitality portfolios includes luxury houses, condominiums, hotels, resorts, restaurants, spas, and the occasional superyacht. They've had the pleasure of working with most of the world's leading hotel operators including Four Seasons, Peninsula, Rosewood, Ritz-Carlton, Mandarin Oriental, Taj, Auberge, and Capella, as well as a number of visionary private entrepreneurs. Each BAMO project is purposely planned, each design is distinctive. They don't have a signature look; instead having style is their hallmark. BAMO understand space and how it's used, especially at the luxury level. Comfortable scale, appropriate materials, well-considered details, and flattering lighting underpin all of their designs. By responding to the client's wishes and the context of the property, BAMO is able to design with integrity and at a level that resonates with people from all corners of the world. The firm, the team, and the projects have been honored with numerous awards, including Gold Key Designer of the Year and the induction of founders into the illustrious Platinum Circle.



of the bed. The simple Arabic fretwork detail introduced within the ceiling coffer is modified and repeated within a white lacquered coffee table. Each guestroom is appointed with its own balcony from which to take in the stunning scene.

Luxurious does not begin to describe the Royal Suite, with its sweeping views, traditional detailing, and lavish appointments. Entering on axis, one is immediately drawn to the balcony and view beyond. The spaces are divided into the Great Hall and Great Room, with symmetrical columns defining the spaces.

The Great Room offers a double height marmorino light blue ceiling with Arabic pattern stenciled in gold leaf, and three large Venetian chandeliers. Large area rugs hand-tufted in wool and silk overlay the lattice patterned marble floors in cream and brown. The space is designed for entertaining with a full display kitchen, baby grand piano, and multiple seating groups. With its unparalleled location,

fresh opulent design, and finely appointed details, Four Seasons Resort Dubai at Jumeirah Beach has risen to the top of the ultra-luxe and ultra-competitive Dubai market.

FOUR SEASONS DUBAI AT JUMEIRAH BEACH

Architectural project and interior design: **BAMO, WATG/DSA**
 Art Consultant: **James Robertson**
 Lighting: **Seguso, Donghia**
 Bathroom fittings: **Dornbracht**
 Finishings: **Dedar, Sicis**
 Furniture: **Interna Contract**



END OF 2015

- Four Seasons Resort Oahu At Ko Olina, **Hawaii**
- Four Seasons Hotel Casablanca, **Morocco**
- Four Seasons Hotel Seoul, **South Korea**

2016

- Four Seasons Hotel Dubai International Financial Centre, **United Arab Emirates**
- Four Seasons Hotel Abu Dhabi at Al Maryah Island, **United Arab Emirates**
- Four Seasons Hotel Kuwait at Burj Alshaya, **Kuwait**
- Four Seasons Hotel at The Surf Club, Miami, **Florida**
- Four Seasons Hotel New York Downtown, **New York**
- Four Seasons Hotel Bogota, **Colombia**
- Four Seasons Hotel London At Ten Trinity Square, **UK**
- Four Seasons Hotel Kyoto, **Japan**
- Four Seasons Hotel Tianjin, **China**

AND MORE*...

• detailed in the following pages

* the complete list of upcoming openings is available in our database

FOUR SEASONS HOTEL SEOUL

Constantly surprising, always captivating, Seoul is a city of contrasts, where deep tradition lives in harmony with innovative technology and leading-edge fashion, imaginative pop culture and fiery food, trendsetting style and a playful attitude. Reverberating with the energy and rhythm of the captivating city that surrounds, Four Seasons Hotel Seoul is a stylish new destination in Gwanghwamun, the very heart of Seoul. Bringing the Four Seasons experience to Korea for the first time, Four Seasons Seoul combines form and function with modernized Korean motifs to create an architecture that is proudly contemporary in design and unashamedly forward-thinking in spirit. Ensclosed within this unique space are 317 guest rooms and suites – each a private sanctuary of calm – as well as seven exciting restaurants and bars, where Seoul comes to eat, drink and mingle. The new building in the Korean capital’s Central Business

District, designed by Heerim Architects & Planners, is also home to the city’s best choice of event venues ranging from elegant ballrooms to myriad private entertaining options. Opening his first shop in Korea within Four Seasons, celebrated Tokyo-based floral designer Nicolai Bergmann’s beautiful creations are on display throughout the Hotel, complemented by an expertly curated art collection in rooms and public spaces created by LTW Designworks. Four Seasons Hotel Seoul invited some of today’s most creative minds into a world of possibility guided by an unwavering commitment to quality, and the result is truly extraordinary. Sensory delights abound from the finest textures and finishes to the carefully chosen music in each area of the Hotel and the signature scent created exclusively for Four Seasons by Lorenzo Villorosi Firenze. In 317 rooms and suites, guests will find a private



LTW Designworks

LTW Designworks is an international interior design firm, providing the highest quality design services to discerning hoteliers. The scope of their collective experience enables us to respond creatively, appropriately and confidently in both urban and resort environments. From their offices in Singapore and Beijing, they carry out projects in five continents. They pride themselves in responding to each mandate with a fresh eye. From concept through to final execution, their work gives voice to their client’s personality – inspiration to their client’s vision. They are firmly committed to an aesthetic ideal born from a respect for a sense of place and – always – innovative design.

sanctuary for rest and relaxation. The new, fully customizable Four Seasons Bed is in every room, and thoughtful features include motorised window coverings that allow guests to instantly choose between complete darkness, veiled natural light or crystal-clear vistas across the city - including unobstructed views of Gyeongbok Palace and the landmark N Seoul Tower from selected suites. Facilities in the hotel are extensive: a 765

square metre gym and studios for Pilates; dedicated room for those exercising with one of the Club’s personal trainers; three pools including a lap pool and vitality pool, plus a children’s pool; and indoor golf experience with driving range. A modern Korean sauna will include several bathing areas and zones for quiet relaxation. The look is a modern reflection of Korean tradition, with light-filled spaces and every modern convenience at hand.

