

MANDARIN ORIENTAL THE HOTEL GROUP



Mandarin Oriental Hotel Group is the award-winning owner and operator of some of the most luxurious hotels, resorts and residences. Having grown from a well-respected Asian hotel company into a global brand, the Group now operates, or has under development, 47 hotels representing 11,000 rooms in 25 countries, with 21 hotels in Asia, 10 in The Americas and 16 in Europe, Middle East and North Africa. In addition, the Group operates or has under development, 17 Residences at Mandarin Oriental connected to its properties.

Mandarin Oriental is a member of the Jardine Matheson Group, a conglomerate with strong expertise and heritage in Hong Kong and Asia, which was founded in Canton in 1832 by Scottish traders William Jardine and James Matheson. The combination of solid western business acumen, combined with our Asian culture differentiates the Group, and puts Mandarin Oriental in a strong position to deliver the best.

For more than 50 years, Mandarin Oriental has been established as a leader in luxury hospitality, and has a rich and proud history. The mission, 'to delight our guests each and every day' began with the opening of the flagship property, The Mandarin, in 1963 in Hong Kong. The hotel, which was the tallest building on the island when it opened, soon built up an enviable reputation for service excellence, and instantly became a historic landmark – a status it still holds today.

In 1974 the Group took a 49% equity holding in The Oriental in Bangkok, which was already acknowledged as one of the world's most legendary hotels. This gave the company two "flagship" hotels whose names represented the very best in hospitality. As a consequence, the two famous hotels joined to create the brand Mandarin Oriental Hotel Group under the renowned fan logo.

The Group initially opened further Mandarin Oriental hotels in Asia, before expanding to the rest of the world, and became firmly established as one of the most elegant and luxurious hotel brands, renowned for offering comfortable and well-appointed accommodation, exceptional facilities and some of the finest restaurants and bars in the region. This was underpinned by impeccable service inspired by its Asian heritage, which made Mandarin Oriental the hotels of choice for local residents and luxury travellers alike. In order to bring its individual brand of acclaimed luxury hospitality to a wider market the Group began to extend its reach, embarking on a growth trajectory to establish its award-winning brand in key city and resort destinations around the globe, and to establish Mandarin Oriental as one of the world's leading luxury hotel brands. The Group's mid-term goal is to successfully operate 10,000 rooms in major business centres and key leisure destinations around the world, whilst continuing to expand its presence globally. This will be achieved by capitalizing on its brand heritage via a combination of



ownership and management agreements. In order to build a truly global brand, the Group focuses its attention on delivering excellence in the following brand-defining concepts: creative design, architecture and technology; innovative dining; holistic spas; the Group's legendary service delivered by 12,000 dedicated colleagues.

From a design perspective, the Group's hotels provide 21st century luxury with oriental charm while reflecting the very best of their local culture. Each hotel has its own individual charm with oriental touches that are reflective of Mandarin Oriental's heritage. The Group works with some of the most respected architects and designers in the world, and is proud that no two projects are the same. Designers included world renowned architects Antonio Citterio in Milan and Bodrum; Interior designer Patricia Urquiola in Barcelona; Adam Tihany in London and Boston and Tony Chi in Guangzhou and Taipei. Whether in London, Paris, New York or Hong Kong, guests are made to feel that they are truly a part of the city they are visiting, and that are very much embraced by the local community. In recent years the Group has received a number of awards for interior design: Mandarin Oriental Pudong, Shanghai was recognised in Conde Nast Traveler's "Best Design Hotels Hot List", while in London our hotel received the "Interior Design Award" for The Rosebery in the European Hotel Design Awards. The multi-award winning Spas at Mandarin Oriental are havens for contemplation and discovery. Guided by the Group's oriental heritage but influenced by local cultural diversity, Mandarin Oriental has created distinctive concepts with a unique sense of place in every location, with highly sophisticated spa offerings under development in the Group's upcoming

portfolio. In recognition of the Group's expertise in this area, The Forbes 'Five Star Spa' award was granted to a record 12 hotels in 2015, more than any other hotel group in the world.

Mandarin Oriental hotels have long been renowned for their excellent and innovative restaurants and bars and increasingly the Group is being acknowledged for its continued ability to appoint enthusiastic culinary talent.

Talented chefs who are part of the Mandarin Oriental culinary team include Chef Heston Blumenthal who opened Dinner at Mandarin Oriental Hyde Park, London, and who has won international acclaim for his unique and multi-sensory approach to cooking. The hotel is also home to the award-winning cuisine of Lyon-born chef Daniel Boulud at Bar Boulud.

This authentic rustic French inspired bistro and wine bar, follows the successful format of Bar Boulud in New York, and continues to receive significant acclaim for its relaxed ambience and excellent cuisine. A second collaboration with Daniel Boulud occurred in 2014 in Mandarin Oriental, Boston.

The most recent addition to this diverse culinary line-up of excellence, is Antonio Guida, who joins Mandarin Oriental, Milan as Executive Chef and will offer his contemporary take on Italian and Milanese dishes, when the hotel opens in 2015. Chef Guida was formerly at Il Pellicano in Tuscany, which gained two Michelin stars under his tenure. The Group's passion for creating memorable dining experiences has been recognised in the Michelin Guide, with a total of 16 Michelin stars being awarded to 11 diverse restaurants from around the world in the 2015 list.

MANDARIN ORIENTAL, MARRAKECH

Mandarin Oriental, Marrakech marks the debut of Mandarin Oriental Hotel Group in Africa. A modern and elegant resort nestled in the heart of 20 hectares of olive groves and gardens featuring 100,000 fragrant roses, the property celebrates the rich Moroccan heritage through subtle Berber references.

The resort redefines luxury hospitality in the Red City by way of accommodation made up solely of private villas and suites set in lush greenery. A new dining experience comes through three restaurants and bars, led by Chef Meryem Cherkaoui.

The Spa at Mandarin Oriental, Marrakech offers the renowned signature treatments that have made the group's international re-

putation, as well as treatments inspired by Moroccan traditions. The luxury experience is completed by the group's unparalleled service, allied to the best traditions and hospitality of the Moroccan Kingdom. Rustic yet sophisticated, the design of Mandarin Oriental, Marrakech was undertaken by the French duo Patrick Gilles and Dorothée Boissier. With its Berber and Arab-Andalusian influences, the feel is of relaxed luxury for the cosmopolitan traveller. Interior and exterior spaces co-exist and the focus is on essential materials rather than ostentatious affectations, with a particular emphasis placed on light.

Morocco's cultural diversity has been fused with Eastern and Western touches to give a sensation of travelling around the

world as one moves through the main building. The villas, meanwhile, whose architecture recalls that of intimate riads, lend a timeless feel, while the suites, with their scenic views of the Atlas Mountains, immerse guests in the heart of the local landscape. The architecture of the spa, a tribute to the ancient mosques and cathedrals of Andalusia, encourages spiritual contemplation and deployment of the senses.

Boissier wanted to allow guests to get lost in the shades of the desert and its rocks by way of the resort's archetypal motifs, rural materials and white bougainvillea and roses. "The earth and sand were the major influences," says Boissier. "Along with the colours of the street and traditional Berber women's clothing. The sand colour of the stonework combined with the large expanses of dominant green from the lush vegetation makes for a true dialogue and fluidity between the exterior architecture and the surrounding nature, while the pools give the illusion of an oasis in this 'living desert'." "We are great admirers of Madrasa Ben Youssef Islamic college in Marrakech, and we wanted to lend the entrance a similarly perfect symmetry, with columns and dark wood frames, marble tiles, a tranquil pool painted in gold, carved fireplaces, large bronze bells and the distant view of the mountains. The restaurants, one decorated with lemon-coloured Zelliges tiles, the other with bamboo panels, recall the traditional colours worn by Berber women." "The villas, meanwhile, are havens of peace, simplicity, privacy and comfort, with tadelakt plastered walls etched with Berber motifs. As for the spa, it is constructed from the signature, ubiquitous red bricks of Marrakech, making for a mystical architecture where light plays around the bronzed glass blocks of the massage cabins, moucharabieh screens, and fan vaults." With accommodation made up exclusively of villas and suites, Mandarin Oriental, Marrakech promises a new luxury experience, combining comfort and space, in total privacy.



GILLES & BOISSIER

Patrick Gilles and Dorothée Boissier are opposites that attract. Joyfully engaged in constant, creative disagreement, they find inspiration: more, it's precisely this ceaseless game of verbal and mental ping-pong that gives form to their ideas. Partners in life and in design, each one has a specific role and style, but together they form a unified whole. If strict lines and a distinctive taste for fine woods can be attributed to Patrick Gilles, Dorothée, on her end, has a way with spatial fluidity, colours and intuitive elegance. It is this distinctive approach that has paved their road to success, with commissions all over the world. Since 2004, they have designed a variety of projects from residential to hospitality projects, luxury boutiques and lifestyle restaurants. Yet, it is the constant refinement of their clients that has pushed them into designing wild Moncler stores for Remo Ruffini, along site his latest residence on Lake Como, Italy. Blending elegance and creativity, Patrick and Dorothée give, in every project they direct, "carte blanche" to an artist (like François Houtin, Cyprien Chabert or Alix Waline) to create a mural or intricate drawing, and further transform the perception of the space. A timeless approach to style and interiors that has brought them international recognition...

