

Evolution of design at Yas Viceroy Abu Dhabi, to inspire our guests to indulge in signature Viceroy experiences!







12th **September 2012.** <u>Yas Viceroy Abu Dhabi</u> has completed the refurbishment of the lobby and the lounge, bringing in key elements of the Viceroy brand story and providing an enhanced sense of arrival to our guests.

"We have spent the last year introducing the Viceroy brand in terms of the level of service, programming and light design implementations," says Anton Bawab, Regional President, Viceroy Hotel Group. "The lobby and lounge represent a true introduction of the Viceroy vibe and brand essence. We have transformed the space, completely redesigning the layout and furniture, layering in music which creates a lounge atmosphere bringing a true sense of the Viceroy brand. The arrival process is inviting, warm allowing our colleagues to offer a welcoming and seamless experience to our guests."

The reception area has been enhanced to provide more space, offering separate welcome desks to allow more personal interactions with our guests. The adjacent lounge is now centralized and the architectural language provides scale to the spaces, enlivens activity and creates a more interactive ambiance. The newly added library, a signature Viceroy feature, has been designed to offer a quiet area, segregated from the buzz of the lobby activity. It will offer an eclectic mix of books on artistic and cultural topics to captivate our guests in a quiet and relaxing space.

"The main focus of the lounge refurbishment was to capture elements of the Viceroy brand personality. We wanted to enhance the guest experience by creating a social atmosphere around the lounge, promoting a dynamic environment. Whether a guest is staying with us for leisure, to enjoy an innovative culinary experience or for a social or corporate gathering, we want to create an engaging hospitality experience and make them feel unique", states Heiner Werdeling, General Manager of Yas Viceroy.

The areas within the lobby are expressed through changes in ceiling height, and materials. A curvilinear expression follows the architectural language set by the building. Flowing fabric softens the spaces, provides acoustic absorption, as well as diffusers for lighting. PF Emirates' design statement enhances the Yas Viceroy experience through a readily identifiable journey from the approach to the property, through the entrance and into the lounge. The design respectfully retains components of the existing provision and has juxtaposed an orthogonal order over the organic nature of the architecture that provides a pathway from the entrance portal through The Lounge.

Evelyn Fujimoto, Design Director at PF Emirates noted that "PF Emirates' design for the Yas Viceroy introduces key design elements consistent with the spirit of the Viceroy Hotel Group's signature properties, within the context of the stunning contemporary architectural envelope, introducing warmth and color to enhance the overall Yas Viceroy experience. Changes in scale, selection of materials, acoustic ceiling features, and lighting readily identify distinct activities within the space. At the entrance, a dropped ceiling leads to a St. Laurent marble feature wall, beyond which lies a rich and elegant library, offering a quiet and reflective space. A dedicated gilt and wood reception provides more personal client interaction, and the lacquered and marble open plan coffee and juice Bar offers lounging opportunities. Curated furniture selections enrich the journey throughout the spaces with design classics such as Cappellini's "Proust" armchair, and Poltrona Frau's "Regina" armchair in the lounge areas, along with their iconic "1919" armchair in the library."

The lounge will feature an original piece of art designed by André C. Meyerhans, a Swiss born and Dubai based artist. Meyerhans used his rich background in structural engineering and architecture to create the "3d Tiles". Seven hundred stainless steel tiles sit diagonally in their individual cuboid units and create a fascinating fabric of space and colour. Each tile comprises of a mirror polished side and a colour painted side. The colour changes gradually from a warm yellow to a rich red in seven intervals. The 10m by 1.4m piece of art explores a contemporary way of traditional, Islamic patterns. The unique piece of artwork stretches across the reception area in a smoothly curved panorama.

From the moment that guests arrive at the hotel and cross the famous Formula 1 race track they will be taken aback by the striking architectural design of the hotel, once stepping across the threshold guests will be awed by the transcending new interiors and striking art work that work together to offer guests a new truly Viceroy experience.

About Yas Viceroy Abu Dhabi

Designed to impress, Yas Viceroy Abu Dhabi reflects dynamic energy, passion and contemporary flair. From its attractive canopy of colored lights to a thrilling location spanning the Yas Marina Circuit, every aspect of this stunning venue is an example of creative innovation, beckoning visitors to explore a modern oasis. Exhilarating and awe-inspiring, Yas Viceroy offers experiences like no other.

Yas Viceroy boasts 499 rooms and suites, one grand ballroom, ten meeting and boardrooms, an award-winning spa, two beautiful rooftop pools and 12 exquisite food and beverage outlets including 2 exuberant concept bars.

About Viceroy Hotel Group

Viceroy Hotel Group delivers one-of-a-kind lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. Signature brand amenities and services created for the diverse business and leisure guests include dynamic dining venues featuring world-class culinary talents and destination spas specializing in health, fitness and beauty. Current properties include hotels and resorts in Abu Dhabi, Anguilla, Beverly Hills, Maldives, Miami, New York, Palm Springs, Riviera Maya, San Francisco, Santa Monica, Snowmass, St. Lucia and Zihuatanejo with forthcoming openings in Istanbul and Bodrum, Turkey.

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