



MONDRIAN

DOHA

sbe and Marcel Wanders unveil exclusive Mondrian Doha design details at Milan Design Week 2017

- The 270-room hotel designed in collaboration with Marcel Wanders is set to open in late Q2, becoming Qatar's most luxurious lifestyle hospitality offering –



(Milan, ITALY - 7 April, 2017) - sbe, the leading privately-held lifestyle hospitality company, yesterday revealed further details of the extraordinary design of Mondrian Doha at a press conference in Milan, Italy, hosted by the group's chief brand officer, Michele Caniato, in collaboration with Marcel Wanders and South West Architecture (SWA).

The preview of Mondrian Doha and its highly-anticipated design aptly took place during the world's biggest design fair, Salone del Mobile, happening in Milan this week from 4 - 9 April, 2017. Caniato spoke with renowned Dutch interior designer, Marcel Wanders, and Mr Wadah Azrak, president of Qatar's most prominent architectural firm, SWA, to delve deeper into the creative process and intricate details that make up what will be a landmark property in Doha.

The lavish 270-room Mondrian Doha hotel is set to be an exceptional lifestyle offering for the destination when it opens at the end of quarter two, 2017 and becomes sbe's first hotel in the Middle East as well as Marcel Wanders' first hotel for the region. Yesterday, further information on the hotel's entertainment offering was announced for the first time, including details of the hotel's eight restaurants and bars, dedicated nightclub zone, expansive ballroom and rooftop pool and bar, complete with stained glass dome.

Michele Caniato, chief brand officer, sbe said: "What better place for us to reveal the exciting details of our forthcoming Mondrian Doha hotel than at the most prestigious design show known across the globe. It is an honour to be here today, introducing you to our magical hotel and celebrating our close partnership with Marcel Wanders and Mr Azrak of SWA."

Mr Wadah Azrak, president, South West Architecture, commented: "This has been a significant project for SWA, and we are delighted to showcase our first hotel in Qatar. The building was

conceived as a falcon, an important national symbol for Qatar, that sits atop its nest. We hope to see you soon in Doha and show you this incredible property.”

Marcel Wanders commented: “For the design of Mondrian Doha and everything we do, locale is super important. To create the hotel, we studied the city, we studied the people. We don't create interiors, we create destinations and Mondrian Doha is a destination in itself that needs to be discovered. We invite people to join us on the journey through to the hotel, it is a journey that has no end. Stepping into Mondrian Doha begins the first chapter of a wonderful story that unfolds and presents surprises around every turn.”

As the conference revealed, found on the 26th and 27th floor of Mondrian Doha is a truly remarkable space. The rooftop pool and bar, Rise, is a city of its own, created with black and white bricks and offering an abundance of natural light which shines through the stained glass dome to create rays of coloured light. Modern technology has allowed the pattern of a peony tiffany lamp to be printed on the skylight glass, making it the largest tiffany lamp in the world. Under the colourful sky of the glass dome is the black and white city below; the pool area, which houses luxury wooden and crystal lamps, white leather seating and wooden sunbeds.

The magnificent ballroom was also revealed at the conference. The largest in the region, the ballroom is an elegant, transformable space that can be adapted to suit every occasion, from lavish weddings and award ceremonies to larger functions and presentations. Brides can enjoy the most glamorous of entrances with the use of an incredible 24 carat gold sculpted caged elevator which links the secret bridal suite directly to the ballroom.

A fantasy-like environment, true to the Marcel Wanders design and the Mondrian ethos, is waiting to be explored by guests. Each day at Mondrian Doha will offer a new discovery and create a new memory – with enlightening scenes from the iconic lobby arrival through to the mesmerising stained glass dome skylight on the 27th floor.

For further information, visit www.mondriandoha.com

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About sbe

Established in 2002 by Founder and CEO Sam Nazarian, sbe is a privately-held, leading lifestyle hospitality company that develops, manages and operates award-winning hotels, residences, restaurants and nightclubs. Through exclusive partnerships with cultural visionaries, sbe is devoted to creating extraordinary experiences throughout its proprietary brands with a commitment to authenticity, sophistication, mastery and innovation. Following the acquisition of Morgans Hotel Group, the pioneer of boutique lifestyle hotels, sbe has an unparalleled global portfolio featuring 22 world-class lifestyle hotel properties in 9 attractive gateway markets and more than 135 global world-renowned hotel, entertainment and food & beverage outlets. The company is uniquely positioned to offer a complete lifestyle experience - from nightlife, food & beverage and entertainment to hotels and residences, and through its innovative customer loyalty and rewards program, The Code, as well as its award-winning international real estate development subsidiary, Dakota Development - all of which solidify sbe as the preeminent leader across hospitality. sbe will continue its expansion with 13 hotel properties opening in the next two years (some with

residences), including the SLS New York, SLS Seattle, Mondrian Doha and Mondrian Dubai. The company's established and upcoming hotel brands include SLS Hotel & Residences, Delano, Mondrian, Redbury, Hyde Hotel & Residences, Clift, Hudson, Morgans, Royalton, Sanderson and St Martins Lane. In addition, sbe has the following international acclaimed restaurants and lounges: Katsuya, Cleo, The Bazaar by José Andrés, Fí'lia by Michael Schwartz, Umami Burger, Hyde Lounge and Skybar. More information about sbe can be obtained at sbe.com or by downloading the sbe App.

About Marcel Wanders

Marcel Wanders is a leading product and interior design studio located in the creative capital of Amsterdam, with over 1,900 + iconic product and interior design experiences all around the globe for private clients and premium brands such as Alessi, Baccarat, Bisazza, Christofle, Kosé Corporation/Cosme Decorté, Flos, KLM, Hyatt Hotels Corporation, LH&E Group, Louis Vuitton, Miramar Group, sbe, Puma, Swarovski among scores of others. Under Marcel Wanders' creative leadership and creative direction, and with the support of Gabriele Chiave as creative director since 2014, Marcel Wanders employs 52 design and communication experts. In an environment where everyone perceives, breathes and lives creativity across a multitude of projects from in-flight tableware to cosmetics packaging to hospitality interiors. Marcel Wanders' 27 years of design are celebrated in some of the most renowned art and design museums, including Centre Pompidou FR; Cooper-Hewitt National Design Museum, US; Metropolitan Museum of Art, US; Museum of Arts and Design, New York, US; Museum of Modern Art, US; Pinakothek der Moderne, Munich, DE; Stedelijk Museum, Amsterdam, NL; Oita Prefectural Art Museum, JP among others. Regarded by many as an anomaly in the design world, Marcel Wanders has made it his mission to "create an environment of love, live with passion and make our most exciting dreams come true." This work excites, provokes, and polarises, but never fails to surprise for its ingenuity, daring and singular quest to uplift the human spirit, and entertain. Marcel Wanders' chief concern is bringing the human touch back to design, ushering in what he calls design's 'new age;' in which designer, craftsperson and user are reunited. In his process, Marcel Wanders defies design dogma, preferring instead of focus on holistic solutions rather than the technocratic. In this universe, the coldness of industrialism is replaced instead by the poetry, fantasy and romance of different ages, vividly brought to life in the contemporary moment. www.marcelwanders.com.

About South West Architecture

South West Architecture (SWA) is a Grade "A" Architectural and Engineering Consultancy accredited by the Urban Planning & Development Authority (UPDA) for Local Consultancy Engineering in Architectural, Civil Engineering, Mechanical, Electrical and Electronic Engineering. It is one of the leading Architectural and Engineering Consultancy firms in Qatar.

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