



# MONDRIAN

DOHA

## MONDRIAN DOHA NOW ACCEPTING RESERVATIONS

*Guests can now book a luxurious stay at the 270-room, one-of-a-kind property – the first hotel in the Middle East developed and managed by hospitality trailblazer sbe*



**(LONDON, August 6, 2017)** – sbe, the leading lifestyle hospitality company that develops, manages and operates award-winning hospitality venues globally, has opened reservations for Mondrian Doha, marking its first hotel in the Middle East and the introduction of the Mondrian brand to the region. In addition to Mondrian Doha, sbe is set to open two more hotel properties in Dubai in 2018, and a number of their award-winning culinary concepts, Katsuya and Cleo, in Qatar, United Arab Emirates, Saudi Arabia, Egypt, Bahrain, and Kuwait by 2020.

Jorge Giannattasio, Chief Operating Officer at sbe, commented: “We are delighted to now be in a position to take bookings for Mondrian Doha, and are very much looking forward to opening our first hotel in the middle east in Doha, Qatar, which is one of the most dynamic cities in the region.”

The lavish 270-room hotel has been designed in collaboration with world-renowned Dutch designer, Marcel Wanders, along with South West Architecture – the architectural company of record for Mondrian Doha, responsible for the design of the building. The hotel will be an exceptional lifestyle offering for Doha and will be Marcel Wanders’ first hotel for the region.

Guests can choose from five distinctive room categories including a penthouse suite, studio suites, one and two bedroom suites and a range of standard guestrooms - all of which share the universal design details of Swarovski crystal chandeliers and sumptuous bespoke furniture in hues to mirror the desert.

Located on the 23<sup>rd</sup> floor of the property, the impeccable penthouse suite offers incredible attention to detail combined with panoramic 360-degree views of Doha throughout. Wanders’ iconic floating staircase and hand-painted One-Minute Delft blue vases set a striking and sophisticated atmosphere, while other locally-inspired features such as custom-designed Dean Majilis sofas and a “cabinet of information” filled with objects and details allow guests to familiarise

themselves with the fascinating history and culture of the region. The Penthouse Suite has a living room, master king bedroom and two twin bedrooms, dining room and entertainment room complete with a pool table and piano.

The hotel will incorporate bespoke Marcel Wanders design features with influences from the beauty of local patterns, ornate Arabic writing and historic souks. Standout, memorable elements include giant columns with golden eggs, a 'tree of life' comprised of flowers, falcon video art, giant shisha, patterned carpets, ornate stained glass and intricate mosaic tiling.

The essence of One Thousand and One Nights, a collection of Middle Eastern folk tales and stories, has also influenced the design of the space, which is detailed-orientated and complex, with a number of facets, levels and layers. Structurally, the building of Mondrian Doha is shaped like a falcon, with many references to the national bird of Qatar also found inside; from paintings and portraits to falcon headpieces and ornaments. The location of the hotel next to Lagoona Mall in the West Bay area also acts as a gateway to the new Lusail City development, one of the world's most visionary single developments and a true representation of Modern Qatar.

Mondrian Doha is a culinary emporium; with eight restaurants and bars - some of which are entirely new to Qatar - offering un-paralleled experiences in Doha. Middle Eastern cuisine is at the heart of Mondrian Doha's food and beverage offering along with internationally renowned chefs. This includes Wolfgang Puck, master chef and restaurateur, bringing his concept CUT by Wolfgang Puck to Qatar for the first time. The sleek contemporary steak restaurant offers a sophisticated menu featuring the finest cuts of prime beef and an extensive wine list, raising the bar on gastronomy in Doha. Furthermore, Japanese Chef Masaharu Morimoto, who has garnered critical and popular acclaim for his seamless integration of Western and Japanese ingredients, introduces Morimoto Doha - the first eponymous Morimoto outpost to open in the Middle East.

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. The striking, custom-designed four-level high spiral staircase acts as a focal point of the atrium and leads guests up to a viewing platform. This awe-inspiring sculptural piece gives the impression that the stairs extend to the sky, but provides a standing point from which to capture the moment on camera.

The hotel will offer a variety of impressive new venue options for event planners and delegates in Doha. On the ground floor, the remarkable and expansive 2000m<sup>2</sup> Moonstone Ballroom can be adapted to suit every occasion using creative technology, from lavish weddings and award ceremonies to larger functions and presentations. Crystal chandeliers, ornate ceiling domes and signature columns create a sense of splendour, while an opulent 24k gold-sculpted elevator links the room directly to the secret Opal Bridal Suite, allowing the guest of honour to make an unforgettable entrance.

A further 500m<sup>2</sup> of flexible function and conference space is capable of handling events for 10-300 guests. All rooms can be configured according to specific needs and equipment required. Facilities include a boardroom, full service business centre, as well as production, wardrobe, make-up and casting rooms. High-speed wireless internet is available throughout the hotel.

Mondrian Doha will also be home to ESPA Spa, representing the first in the region and the largest spa in Qatar. The spa will combine striking design elements with an unparalleled spa experience, uniting beauty, excitement and exquisite luxury to engage all the senses. ESPA Spa will feature separate spas for men and women, twelve treatment rooms, a heat experience garden and a traditional Turkish Hammam.

Additional hotel facilities will include an entertainment floor complete with a nightclub, rooftop pool and Skybar.

The hotel will be taking bookings from October 1, 2017, with room rates starting at \$240 (£190) per night.

For further information, visit [www.mondriandoha.com](http://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 23 world-class lifestyle hotel properties in 9 attractive gateway markets and more than 136 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 SLS Baha Mar, 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, Roylton, Sanderson and St Martins Lane. In addition, **sbe** has the following internationally acclaimed restaurants and lounges: Katsuya, Cleo, The Bazaar by José Andrés, Fi'lia by Michael Schwartz, Umami Burger, Hyde Lounge and Skybar. More information about **sbe** can be obtained at [sbe.com](http://sbe.com).

#### **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](http://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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