

# DESIGN HOTELS™

## PRESS RELEASE

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### Iniala Beach House

#### *Seaside surrealism*

*Berlin, October 24, 2019 – Part innovative design hub, part progressive philanthropic enterprise: Iniala Beach House is an ultra-luxe beachside property that challenges preconceptions at every turn. Comprising three villas, a penthouse, Kids Hotel, and a superlative fine dining restaurant, the hotel is the vision of owner and Original Mark Weingard, who commissioned ten leading figures in the world of international design to realize his vision of an iconoclastic Thai retreat. The result is a paean to imagination, innovation, and craftsmanship set amid an idyllic, palm-shaded landscape where the powder-white sands of Natai Beach embrace the sea-foam green and sky-blue colors of the Andaman Sea. [www.designhotels.com/iniala-beach-house](http://www.designhotels.com/iniala-beach-house)*

The designers brought on board to animate Iniala were hand-picked for their ability to express true originality and creativity with charm and sophistication. Standing at the center of the complex, the courtyard and living room of the Collector's Villa bears an artisanal ceramic premise devised by the Campana brothers, which culminates in an entire wall encrusted with blue and white plates. The visual concept of two of the villa's guestrooms were entrusted to Spanish über-designer Jaime Hayon and Irish master carpenter Joseph Walsh, who carved a sinuously sculptural canopy bed out of ash wood to serve as the spectacular centerpiece of the suite.

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Contemporary reinterpretations of traditional Thai crafts abound throughout Iniala. Villa Siam showcases works by Bangkok-based artist and curator Eggarat Wongcharit and Villa Bianca's curved teak roof by British architect Graham Lamb emulates the traditional healing hands motif. The interiors of Villa Bianca skillfully marry Eastern and Western European design principles, with Madrid-based design studio A-cero drawing on organic seaside forms for their guestroom designs and Russia's Philosophy of Design adding a touch of playful whimsy with the Matryoshka Salon. Designed by Lamb, The Penthouse is informed by soothing sand tones and modified memory foam carpets—intended to evoke the sensation of walking on the beach.

In keeping with Weingard's resolution to create a culturally immersive, art-led property, Iniala represents a living gallery with art, sculpture, and ceramics created by some of South-East Asia's top artists exhibited throughout the residences and public areas. Over 40 contemporary artworks—together with extravagantly designed furnishings and lighting from the likes of Mark Brazier-Jones—work to enrich the property's striking interiors and exterior landscaping.

Each of the residences represents a high-luxury, personalized experience complete with a private butler, while a chef and massage therapist are available upon request. The three three-bedroom villas feature a living space and a dining area, an exclusive spa, and a private outdoor pool surrounded by a sun-drenched deck. The Collector's Villa also boasts the Cinema of Nature, a luxurious, 22-seater home theater conceived by the Campana brothers to reflect the colors and textures of the lush Thai rainforest. The penthouse is perfectly outfitted for honeymooners, couples or small families, featuring one spacious bedroom and a separate living and dining area that leads directly to an outdoor terrace with pool. For younger guests, Iniala's Kids Hotel provides an inclusive space for creative play, designed by a former Sadler's Wells creative director-set designer. Imaginatively appointed play areas include a theatre and a costume shop, while a bedroom disguised as a treehouse makes for the ultimate sleepover location.

Iniala's on-site fine dining restaurant is spearheaded by executive chef Seumas Smith and offers two tasting menus inspired by Smith's Scottish-Swedish heritage. Classic Nordic dishes are augmented with subtle Scottish influences and innovative cooking techniques, resulting in a culinary experience that is entirely unique in the region. The property also offers customized in-villa dining as well as bespoke experiences such as beach barbecues, picnics and intimate beach suppers. For those looking to counterbalance the indulgent excesses of vacation life, there is a fully equipped gym and boxing ring on property.

Since its inception, philanthropy has been at the heart of Iniala, whereby 10% of all room revenues and 5% of all other revenues are donated to the Inspirasia Foundation. The foundation funds and supports exceptional projects in health and education for marginalized communities and persons with disabilities across South East Asia and Malta.



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## About Design Hotels™

Design Hotels™ represents and markets a curated selection of over 300 independent hotels in more than 60 countries across the globe. More than a collection of hotels, the company is a collection of stories. Each property reflects the ideas of a visionary hotelier, an "Original", someone with a passion for genuine hospitality, cultural authenticity, thought-provoking design and architecture. Each "Original" stands for the individual, aesthetic and service-driven experience that his or her hotel provides.

Founded by Claus Sendlinger in 1993, Design Hotels™ offers its members insightful travel industry knowledge, from market trend consultancy to international sales representation. The company has its headquarters in Berlin and branches in London, Los Angeles, New York and Singapore. Executive Board members are: Peter Cole (CEO), Serdar Kutucu (COO) and Sascha Wolff (CFO).

In 2015, Design Hotels™ joined forces with Starwood Preferred Guest (SPG®), enabling its member hotels to have both a greater and more selective reach while offering its Community the benefit of a loyalty program. Since 13 February 2019 Marriott International unites the former SPG®, Marriott Rewards® and The Ritz-Carlton Rewards® into the leading loyalty program of the industry: Marriott Bonvoy. Members can earn and redeem point in participating Design Hotels™ members.

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