



## LUXURY REDEFINED IN SOUTHWEST BALI DESIGN HOTELS™ ANNOUNCES THE OPENING OF ALILA VILLAS SOORI

*Berlin, 1 December 2009* – Alila Villas Soori, a new resort and residential villa community on the southwest coast of Bali, is opening its doors today. This latest property by Alila Hotels & Resorts offers 48 exquisitely designed pool villas ranging in size from 150 square metres for a one-bedroom villa, to a sprawling 4600 square metre 10-bedroom villa. Located in an unspoilt area off the tourist trail, the resort is situated on a gentle slope between lush, green rice terraces and black-sand beaches overlooking panoramic vistas of the Indian Ocean.

Designed by award-winning Singapore-based SCDA Architects, Alila Villas Soori integrates elements of its surrounding environment with a graceful expression of contemporary Asian design. The resort was designed, constructed and will be managed in accordance with Alila's commitment to environmental sustainability.

"I believe there is a trend towards greater space and more privacy at the higher end of the market," said Mark Edleson, President and CEO of Alila Hotels & Resorts. "People lead busy, complex lives and the concept of a hotel-as-retreat is increasingly more appealing. Luxury is now being defined less by specific materials and finishes. It's more about privacy and comfort enhancing spatial conception and design components."

### **The Villas**

Each villa has its own private pool and was designed to connect living spaces to the soothing sights and sounds of the natural surroundings. Inner courtyards open to the sky, letting in natural light and ocean breezes. Living spaces open onto an outdoor pavilion with landscaped gardens and architectural ponds. Each villa was configured to maximise views of the Indian Ocean without compromising individual privacy.

Natural materials such as wood and stone come from several nearby villages, famous for their artisanal workmanship. Terracotta tiles featuring abstract Balinese motifs were also used, with the effect of blending traditional Balinese culture with the resort's contemporary edge. Refined, minimalist and restrained, custom-designed interiors in dark browns, soft beiges, different shades of grey and white evoke a tranquil, intimate atmosphere.

### **Services & Facilities**

Each villa features an outdoor dining area, private pavilion, indoor and outdoor rain shower, luxurious linens, and butler service. Heightening the indulgent living experience, in-villa hospitalities and facilities include 24-hour in-villa dining, a gourmet bar, a Nespresso Machine, plasma TVs, Apple TVs and iPods.

A secluded sanctuary, Spa Alila offers a range of natural treatments and is located below the reflective pond at reception level, creating an aqua roof that fills the spa with a soothing spectrum of watery light.

Guests may choose between Alila Villas Soori's three restaurants: Cotta serves contemporary Indonesian and continental cuisine with an emphasis on the flavours of the Tabanan Regency. Drift is a statement on how resort living should be. It is an all-day casual lounging space for guests to feel at home, and offers an eclectic menu of desserts and savory dishes presented in tapas portions. Coast is situated right on the beach with an open kitchen Izakaya grill at its centre. Its menu changes daily to take advantage of the freshest seafood on the market.

Other facilities include a 50 metre infinity pool with views over the ocean, beach cabanas with butler service, a library, a fitness centre, a 24-hour clinic with doctors on call, a boardroom and the Alila Gallery, where guests can purchase exclusive art and crafts from various places across the archipelago.



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### **A Location with Royal Pedigree**

Alila Villas Soori is set within the Tabanan Regency, formerly the seat of the Tabanan royal family. A historic palace is located nearby and may be visited on a guided tour organised by the resort's concierge team. Also in the vicinity is The Royal Stable, which is run by a noble family and offers horseback riding. The surrounding nature outside of the resort is no less spectacular. Nearby are a magnificent waterfall and river that lie between traditional Balinese bales.

The resort is just a 10-minute drive from the renowned Tanah Lot, one of Bali's most sacred and most visited temples, and less than an hour from Ngurah Rai International Airport.

### **Special Opening Rates**

"Double Indulgence" starts from US \$600 plus 21% tax and service charge, with one complimentary night for every night booked. This offer is valid through 31 March 2010 excluding peak season (20 December - 5 January).

[www.designhotels.com/alila\\_villas\\_soori](http://www.designhotels.com/alila_villas_soori)

### **ABOUT ALILA HOTELS & RESORTS**

Alila Hotels and Resorts offer stylish, relaxing environments with a new level of guest experience continuously redefined. Alila Villas are luxurious yet sustainable developments in some of the most naturally spectacular locations, offering an unprecedented level of private space, contemporary design and architecture, personalised hospitality and lifestyle journeys inspired by respect for the local destination.

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### **NOTE TO THE EDITORS**

For additional information, please contact:  
press@designhotels.com or tel: +49 30-8849 400 31

Images and details are available online: [www.designhotels.com/press](http://www.designhotels.com/press).

### **Design Hotels™ Best Rate Guarantee!**

For reservations, please refer to the website: [www.designhotels.com/alila\\_villas\\_soori](http://www.designhotels.com/alila_villas_soori)  
or the appropriate Design Hotels™ toll-free number:

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Design Hotels™ represents and markets a curated selection of more than 180 independent hotels in over 40 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 feasibility studies and conceptual branding to market trend consultancy and international sales representation. The company has its headquarters in Berlin and branches in London, Barcelona, New York, Singapore, Bali, Tokyo and Perth.