



***DESIGNED BY HIRSCH BEDNER ASSOCIATES, THE ST. REGIS ABU DHABI BLENDS
ARABIAN CULTURE WITH GILDED AGE AESTHETICS,
SETTING A NEW STANDARD FOR BESPOKE LUXURY IN THE MIDDLE EAST***

ABU DHABI, United Arab Emirates – November 6, 2013 – Marking the brand's second hotel in Abu Dhabi and third St. Regis hotel to open in the Middle East, **The St. Regis Abu Dhabi** continues to reinforce Starwood's position as a leader in luxury hospitality. The hotel, located on the vibrant Corniche in the heart of the UAE capital, was designed by internationally-acclaimed Hirsch Bedner Associates (HBA) to marry the majestic metropolitan manor design of the flagship St. Regis New York with rich Arabic culture and the opulent Art Deco era.

Part of Nation Towers on the vibrant Corniche, The St. Regis Abu Dhabi opened its doors on August 15 and offers bespoke luxury that combines the brand's unique legacy with exceptional Arabian hospitality. Drawing on the warm colours of the sands, souks and traditional Middle Eastern cuisine, HBA has imagined a luxurious setting in Abu Dhabi that is steeped in a sophisticated Art Deco past.

"With The St. Regis Abu Dhabi, we aimed to create a sophisticated and modern environment that marries Arabic influences with the needs of global travellers," said Josh Mason, Senior Design Associate, HBA in Dubai. "Using local references, we were able to combine the elegant lines of Arabic design with stately and modernist Art Deco forms to create a unique stand-out hotel on par with the greatest hotels worldwide."

HBA worked with local curators and artists to ensure that the two styles were harmoniously blended throughout the hotel with an authentic Middle Eastern identity. Renowned Emirati artist and jewellery designer Azza Al Qubaisi complemented the signature St. Regis diamond pattern with Arabic geometric motifs and flower designs, while Al Arjun Gallery helped showcase art illustrating the Abu Dhabi culture.

The hotel's magnificent lobby features two ornate bronze banister staircases that lead from the floor, sweeping away from each other as they round the twin majestic pillars that frame the lobby Tea Lounge. The centerpiece in the lounge is an exquisite tapestry that depicts a pearl diving scene paying homage to Abu Dhabi's natural resource-based economy in the past, with low-hanging Arabian lantern-inspired chandeliers in the foreground. The blending of Arabian culture with Gilded Age aesthetics continues through the lounge, library and other public spaces in The St. Regis Abu Dhabi, including open fireplaces in meeting areas, wooden panels with Arabian geometric motifs adorning the high ceiling, and Arabian-style rugs and cushions.

The St. Regis Abu Dhabi features 283 sumptuously-appointed guest rooms, including 55 elegant suites, all offering panoramic waterfront views of the Arabian Gulf. The luxurious interiors feature traditional Arabian elements, from the dentils on the crown molding on the bed posts to the subtle pattern in soft gold carpeting. The classical-style furniture is made with polished dark walnut with sleek curves and ornate detailing. The walls and ceilings are clad in white stone mosaic, with exquisite carved marble moldings at each doorway, corner and seam.

The extravagant **Abu Dhabi Suite** is the world's highest suspended hotel suite – loftily positioned 200 metres above ground between the two towers and offering magnificent panoramic views of the Arabian Gulf, the Corniche and the city skyline. Spanning 1,120 square metres, the three-bedroom, two-storey suite occupies part of the skybridge connecting the Nation Towers. The Abu Dhabi Suite also features a spa, movie theatre, kitchen and gym, and comes with private elevator access.

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The St. Regis Abu Dhabi offers eight distinct culinary venues, including:

- **Rhodes 44:** Inspired by open-air souks, the eponymously-named restaurant of internationally-celebrated chef Gary Rhodes features individual food stations, floral patterned details on the ceiling and an outdoor area that is reminiscent of a traditional Abu Dhabi wooden-hulled boat.
- **Villa Toscana:** Reminiscent of a noble villa in the Tuscan countryside, this restaurant features vaulted ceilings, tall, arched windows, exposed beams, and a large stone fireplace.
- **Tea Lounge:** Nestled in the grand reception hall with plush carpeting under magnificent crystal and bronze lantern chandeliers, guests can indulge in the sophisticated St. Regis ritual of Afternoon Tea.
- **Azura:** An open-air pavilion sheltered under canopies with stunning view of the vibrant Corniche make this outlet ideal to enjoy a cool, refreshing drink.
- **St. Regis Bar:** Pays homage to local Bedouin influences with Arabian-style rugs, wooden lattice panels and diffused lighting to create a leisurely atmosphere.
- **Champagne Bar:** Overlooks the atrium with an impressive chandelier composed of hundreds of luminous bubbles, grouped in lines and clusters as if rising from the bottom of a champagne flute.

The design of the **Remède Spa** at The St. Regis Abu Dhabi is inspired by the sand dunes of the Arabian Desert together with St. Regis' distinctive opulence and sophistication. Elegant curves guide guests through the corridors and into one of the 11 treatment rooms, which feature rich dark woods and embossed leather. The soothing lighting in the spa reflects the changing moods of the desert from a glorious sunset to the calmness of the night sky with stars as crystal chandeliers.

For more information on The St. Regis Abu Dhabi please visit www.stregis.com/abudhabi

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About St. Regis Hotels & Resorts

Combining classic sophistication with a modern sensibility, St. Regis is committed to delivering exceptional experiences at 31 luxury hotels and resorts in the best addresses around the world. Since the opening of the first St. Regis Hotel in New York City over a century ago by John Jacob Astor IV, the brand has remained committed to an uncompromising level of bespoke and anticipatory service for all of its guests, delivered flawlessly by signature St. Regis Butler Service. From Bal Harbour to Bangkok, Saadiyat Island to Shenzhen, the St. Regis brand caters to a new generation of luxury travellers and continues to thoughtfully build its portfolio in the most sought after destinations at the heart of today's grand tour. Plans for the brand to expand its legacy include much-anticipated St. Regis Hotels & Resorts in the Riviera Maya and in Asia, where St. Regis has announced plans to open hotels in Changsha, Chengdu, Kuala Lumpur, Lijiang, Nanjing, New Delhi and Zhuhai. Additionally in Europe, Africa and the Middle East, St. Regis will continue to expand in Istanbul, Amman, Cairo and Dubai. For more information on St. Regis Hotels & Resorts, please visit www.stregis.com, to explore our recent debuts visit www.stregis.com/newgrandtour and for the privilege of residential ownership, please visit www.stregis.com/residences. Connect with St. Regis on [instagram.com/stregishotels](https://www.instagram.com/stregishotels), [facebook.com/stregis](https://www.facebook.com/stregis), [pinterest.com/stregishotels](https://www.pinterest.com/stregishotels), and [youtube.com/stregishotels](https://www.youtube.com/stregishotels)

About HBA

World-renowned as the "Number 1 Hospitality Design Firm" (Interior Design) and honored in 2012 by the Gold Key Awards, Hospitality Design, Perspective Awards, the Boutique Design Awards and the European Hotel Design Awards; HBA/Hirsch Bedner Associates, unveils the world's most anticipated hotels, resorts and spas. Leading the hospitality interior design industry since 1965, HBA remains keenly attuned to the pulse of changing industry trends governed by today's sophisticated traveler. The company's international presence, depth of experience, and detailed industry knowledge enables them to identify interior design trends at their source, make definitive predictions about new

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directions and innovations, and influence design standards at a global level. HBA's ultimate objective is to add value, raise standards and enhance the brand of a project's owner and operator.

HBA creates the signature look of traditional luxury brands, independent contemporary boutiques, urban resort spas, world-class residences, restaurants, casinos, and cruise ships. From continent to continent, each HBA interior is the result of a unique and sensitive response to location, architecture, and client vision. With over 1,200 designers around the globe in 16 offices and a recent expansion in Asia, HBA is a true global company with more than 75% of its employees now outside the United States. HBA's international presence, combined with its extensive knowledge of the interior design industry, has facilitated the ability to rewrite the language of design with each new project.

For HBA in Los Angeles, Atlanta, San Francisco, London, Hong Kong, Shanghai, Tokyo, Singapore, Melbourne, New Delhi, Dubai Moscow, Istanbul, Thailand and Manila, visit www.hba.com.

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