

Your Own Private Hideaway

Seminyak is synonymous with glorious sunsets, superb spas, hip boutiques, and fine dining restaurants. Its long stretches of smooth sandy beaches are quiet during the day, but evenings teem with party animals and bons vivants who enjoy the pulsating nightlife. Luxury accommodations, high-end restaurants and stylish bars have made Seminyak the trendiest place in Bali to be in right now, beckoning crowds like bees to a honeypot.

STORY BY Joy Karabaczek
PHOTO BY Bagus Tri Laksono & Alila Seminyak Doc.

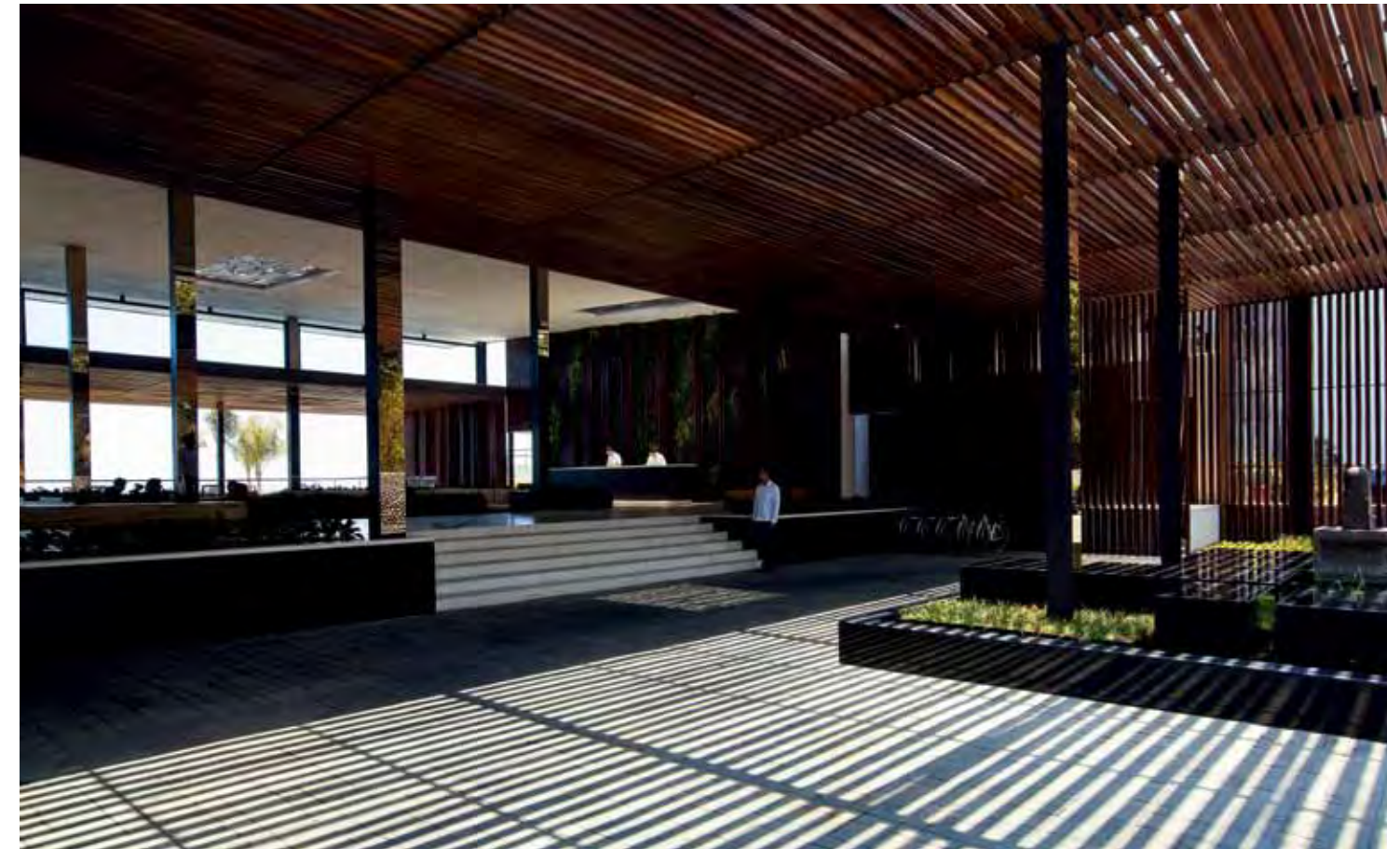
A SPECTACULAR VISTA OF THE AZURE INDIAN OCEAN GREET'S VISITORS OF THE MUCH-AWAITED ALILA SEMINYAK.

Heavenly ocean views and direct beach access complete the fun package offered by the fifth and latest member of the renowned Boutique Hotels and Resorts Group in Bali's southwest coast.

Two of its four planned wings were recently opened to guests in October 2015 with the remaining two scheduled to be finished by January 2016. Soon-to-be-opened Wing C will be known as "The Honeymoon" building, where the ultimate in luxurious service and privacy will be offered to guests seeking peace, quiet and total relaxation.

The word "Alila" means "surprise" in Sanskrit, which fully embodies discerning guests' reactions to the exhilarating ambience of the Alila hotels and properties. The company's philosophy is to provide a personal touch and unique service to its international and local clientele, to ensure they feel totally at home from the moment they set foot in the hotel.

Friendly staff are always on hand, eager to assist guests at a moment's notice. Sleek slats of warm dark brown wood drape the walls behind the reception desk, with vertical gardens hugging the panels in-



YOUR OWN PRIVATE HIDEAWAY

CLOCKWISE FROM THIS PAGE
Alila Seminyak's vast lobby with comfortable sitting areas to relax and meet friends

The afternoon sun shines through the wooden slats, providing a playful dance of light and shadow

Pure white walls complement the curved sleek lines of the resort's modern architecture

The beachfront bar and restaurant is a hip watering hole to quench your thirst and grab a little bite

Lush greenery is a good counterpoint to the resort's dark and light colour tones

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The captivating view from the Deluxe Ocean Suites is one of the most attractive feature of the resort



main feature ALILA SEMINYAK

YOUR OWN PRIVATE HIDEAWAY

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— Bright, modern-designed suites with a spectacular ocean view

— The attention to little details like fresh flowers and eye-catching wall decor adds that dash of flair

— Vertical gardens with long trailing ivies break the stark lines of the resort's avant-garde design

— A modern bedside table lamp providing subdued light to induce total relaxation after a hard day working on your tan

— The bathroom/shower area with a stunning view of the ocean



Built beside the hotel complex, the neighbouring small individual private properties with their own swimming pools, tropical gardens and manicured lawns contribute to the overall sense of retreat and solitude.

Alila Seminyak showcases 240 expansive, modern-designed accommodations. “The Suites” – a ritzy collection of 108 rooms ranging from 46 to 177 sqm and one grand 811 sqm penthouse facing the ocean, are all available for sale, offering buyers an opportunity to own a part of the hotel.

The trendy bar/beach club neighbour may be lively and widely popular, but Alila Seminyak can keep its guests entertained with its atmospheric beachfront restaurants, inviting rooftop pools, a luxurious Spa Alila offering unique treatments, and an extensive events area where made-to-order festivities can be arranged.

General manager Pierre Lang is proud that Alila Seminyak surpassed the rigorous EarthCheck Global standards in Building, Planning, and Design Certification, achieving a score well above the average industry norm (EarthCheck Certification is the world's leading programme to attain environmental sustainability used by the travel and tourism industry). Alila Seminyak is thus considered a leader in sustainable development and long-term ecological improvement performance, particularly in Australasia and Indonesia.

between. The lobby is airy and prodigious, its stark white ceiling held up by slim pillars, with planter boxes filled with glossy anthuriums, a choice of comfortable nooks and plenty of lounging chairs encouraging you to settle in for a cosy chat

From the lobby veranda, the magnificent sunset that Seminyak is famed for can be slowly enjoyed over a drink. Looking over the beachfront there is a well-preserved fisherman's shrine. Built around 1913, this sacred spot occupies a place of honour in the natural tropical landscape, and the local community villagers are granted continued access to perform their daily rituals.

The visitor walks through the wings leading to the rooms like promenading in one's own secluded garden. Each of the four wings are connected by flowing corridors, with rich patches of greenery, leafy shrubs, and flowering plants in all public spaces a balm to tired senses. Ingenious hanging fern baskets twirl lazily as they catch the fresh sea breeze. The flat wide rooftops are planted with pretty *Portulaca Grandiflora* whose deep pink flower clusters open in full sun. Such a green and lush environment also contributes to a reduction in energy consumption.





Project Data

Alila Seminyak, Bali
Jl. Taman Ganesha No. 9, Petitenget
Kerobokan Kelod, Kuta Bali 80361
Indonesia
T: + 62 361 302 1888
www.alilahotels.com/seminyak

Company Name
PT. Anaamaya Mitra Selaras (part of the group of PT Eagle Capital)

Number of Rooms
A total of 240 units (108 units are for sale as Condotel)
Room types & sizes
Deluxe Suite: 46 sqm
Alila Suite: 72 sqm
Beach Suite: 147 and 177 sqm
Penthouse: 811 sqm

Site Area
20,000 sqm

Gross Floor Area
11,400 sqm

Architecture & Interior Design Consultant
URBNarc

Principal Designer
Gaurang Khemka

Lighting Consultant
Hadi Komara & Associates

Landscape Consultant
SALD Dressing (Singapore)

Mechanical, Electrical & Plumbing Consultant
Anran Pratama Consultants

Civil & Structural Consultant
Atelier 6 Structure

Main Contractor
Acset Indonusa

Interior Contractor
Bhumi Cipta Mandiri

Started Construction
8 April 2013


Soft Opening
1 October 2015



Locally-sourced, recycled and reclaimed building materials, including architectural, landscape, and interior finishes were utilized in the hotel's construction. Low energy lighting, rainwater harvesting, environmental and building management systems have also been incorporated into the development.

Products and services are also locally sourced. For instance, indigenous Balinese handicraft items like napkins and décor are promoted, used, and displayed in the spacious beachfront restaurant. Alila's goal next year is to grow its own vegetables to supply its kitchens. Higher rates of energy and waste reduction and continued recycling of reusable materials are also planned.

Pierre maintains that Alila espouses harmony between the resort, the local communities and the environment it operates in. Alila guests are educated on local customs and cultural traditions to fully enjoy Balinese hospitality while the locals who live in the surrounding neighbourhoods are employed and trained through skills training. The hotel has initiated a programme whereby school children in the nearby communities are provided with English lessons, computer facilities and art classes along with guidance from Alila team members and teachers.

The resort has everything it takes for you to indulge in a decadent getaway. It caters to its guests as well as its community. We reckon you sit back and relax in your own private heaven that is Alila Seminyak. 

YOUR OWN PRIVATE HIDEAWAY

CLOCKWISE FROM THIS PAGE

Vertical gardens that await to be draped in fresh greenery

Those who prefer calmer waters can take the plunge in the resort's inviting swimming pool

Local ornaments on the restaurant wall

A scrumptious buffet breakfast with healthy offerings should not be missed in the hotel's beachfront restaurant

Azure skies, calm blue waters, and the invigorating ocean breeze can whet one's appetite





Pierre Lang A Dream Fulfilled

Opening five-star hotels is one of Pierre Lang's strengths in his 15 years experience with Armani Hotels and Resorts in the Burj Khalifa Dubai and with the Park and Grand Hyatts in several locations. Pierre was born in Saxony but was raised in Thüringen, East Germany (GDR), what was then known as 'Behind the Iron Curtain'.

In 1990, the year after the fall of the Berlin Wall, 17-year old Pierre moved to Garmisch-Partenkirchen, a lovely mountain resort town in Bavaria, South Germany. His love for Asian culture blossomed after he took time out to travel the region, specifically China, Thailand, and Singapore. Spearheading the newly-opened Alila Seminyak in Bali as its general manager is Pierre's dream come true. Over a lovely morning, he shares his insights with Joy Karabaczek.

What things did you want to implement managing Alila Seminyak? Have they already been implemented?

Alila is famous for its brand of service that comes from the heart. You will notice that our hotel staff do not wear any name tags, as we want to provide our guests with good memories and an authentic feeling of Alila Seminyak being your home away from home.

We constantly train the staff to make sure the needs of every guest are met. We rely heavily on personal contacts and social media for feedback that will help us maintain our high service standards.

What does Alila Seminyak have to offer the guests to make them repeat clients, or to make them stay in the hotel to dine/drink at its outlets?

We provide Alila guests the most memorable service during their stay with us, together with our world-class amenities, spectacular ocean views, direct

beach access, as well as being in the middle of the lively Seminyak with its reputation as the trendiest place in Bali right now.

Our beachfront restaurant is designed to bring nature's sights, sounds, and smells into the property for the guests to imbibe. The rhythm of the rolling waves, the fresh sea breeze, and the verdant greenery all bring the elements of contentment and relaxation together.

Alila Seminyak appears to be developed as a condotel. How do you envision yourself managing different owners of the suites?

The property was never designed as a condotel. It remains a five-star Alila Hotel with the goal to gain EarthCheck Certificate accreditation for Operations. We have already achieved this accreditation for Building, Planning, and Design.

The idea to sell a small portion of the inventory was taken under the proviso that all buyers/owners must maintain their unit in the hotel operating pool. In essence, we treat unit owners as stakeholders in the property and extend all VIP courtesies to them during their

experience on the property. We have developed a unit owner-concierge service and each unit owner has a direct call access to their own concierge when required. Unit owners are also provided an Alila Discovery Card that provides them with significant discounts at over 500 hotels worldwide.

Why was URBNarc chosen to design Alila Seminyak?

Alila is always seeking young, hot, up-and-coming designers, and Gaurang Khemka (principal) certainly fits this title. We applaud the creativity and out-of-the-box thinking new designers bring to the table that dovetails nicely with the Alila design principles of creating timeless plus uniquely designed properties.

What requirements did the owners ask the architects/designers to incorporate in the overall design? From these requirements, which were not implemented? Why not? Is there any Balinese architectural element included in the overall design?

The main focus from the owner's point of view was to design a property that

YOUR OWN PRIVATE HIDEAWAY CLOCKWISE FROM TOP RIGHT

— A striking view of Alila Seminyak's majestic lobby from the stately gardens

— The wide open space leading to the Hotel's beachfront restaurant

— Close-up detail of the clean straight lines featured in Alila Seminyak's interior design

— Stunning night time view of the hotel complex featuring low energy lightingnecabur epernatur,



maximised the number of keys, considering the land investment being one of the last beachfronts in Seminyak. With this in mind, URBNarc worked closely with Alila to meet this requirement without compromising the sense of space or comfort for our guests. Traditional Balinese elements are discreetly embedded in the property with key focal points being the traditional temple and shrines maintained around the property, artwork (lobby, restaurant, gardens), landscaping (native plants), and the harmonious balance of structure with nature (sense of arrival - open pavilion, waves crashing, construction materials, light, landscaped walls, limited air conditioning, etc).

There are several private properties in between the Alila complex. How did that affect the design of the entire complex?

The buildings that are found within the property belong to the traditional landowners of the hotel. The owners asked to remain in their homes and thus we incorporated their valued houses into our design without compromising their space, comfort or aspect. Furthermore, we have embraced the traditional landowners to work in unison with Alila with continued access to the main temple on the property, offering traditional art and craft lessons to our guests that are conducted by the owners on the property, as well as

employing over 40% of our total team members from the local community.

The fishermen's shrine on the property remains. Are there any other local shrines or landmarks included in the overall design?

Our goal was to maintain the main temple as a major feature of the property and ensure that it remains accessible to the local community. We also maintained the roadside shrine (entrance at Jl Petitenget), which again remains fully accessible to the local community. Lastly, by incorporating the local houses of landowners into the property, we have also opened up their family shrines to guests of the property to view and provide offerings, which heightens the sense of traditional Bali in and around the property. 🏠