



PRESS RELEASE



INIALA BEACH HOUSE IN PHUKET TO OPEN THIS WEEK

A 10-suite retreat mixing design, gastronomy and art from some of the world's most impressive creatives.



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INIALA BEACH HOUSE IN PHUKET TO OPEN THIS WEEK – A 10-SUITE RETREAT MIXING DESIGN, GASTRONOMY AND ART FROM SOME OF THE WORLD'S MOST IMPRESSIVE CREATIVES

The exclusive Iniala Beach House will open this week in Phuket, Thailand and enable guests to stay in a shrine to some of the best creative minds, architects, designers and chefs in the world.

Iniala Beach House is a 10-suite private residence available to rent entirely, or by individual villa or Penthouse Suite, and situated on Natai Beach just 20 minutes north of Phuket Airport. It has incredible, uninterrupted views of the beach and the Andaman Sea.

Iniala comprises three villas, each with three suites and their own spa, and one spectacular Iniala penthouse suite. The residence is a masterpiece of design fusing traditional Thai architecture with organic, contemporary forms created by designers from Spain, Ireland, Britain, Brazil, Russia, the USA and Thailand. Every bedroom and living space is completely different, a unique expression from masters of contemporary design from around the world.

Iniala has been born out of a traditional beach house built in the last century, and British designer Graham Lamb has created several contemporary villas around the original structure. He has used the Thai healing hands as his inspiration, creating sumptuous carved roofs clad in teak to reflect Thai traditions.

Villa Siam is designed by Eggarat Wongcharit and is a maximalist fantasy inspired by Thai culture and Buddhism, and includes beds and sofas hanging from the ceiling by wicker bamboo. The villa's own spa is located within an ancient Thai bell, with Buddhist teachings inscribed in the walls.

Villa Bianca combines the designs of A-Cero of Spain, and is emotional and expressive, comprising abstract explosions of art and Russian icons. A-Cero's two bedrooms represent giant seashells. Philosophy of Design of Russia have created a conceptual room based around the most famous of Russian icons, the Matryoshka. It is a playful set of dolls decreasing in size, placed one inside the other and this is reflected in the Villa - populated with sleek and modern versions of the doll.

The Collectors Villa is a compendium of leading contemporary design, including remarkable work by The Campana Brothers of Brazil. Their ceramic, adorned public spaces are at the heart of this jewel. Mother of Pearl and Bronze shine in their spa and the 22-seat private cinema inside is a Campana classic.

The bedrooms within the Collectors Villa are each as individual and eclectic as the artists who have conceived them. Elegant and sunny from Spain's Jamie Hayon; a symphony of ash wood and stone from Ireland's Joseph Walsh; and a sensual boudoir from New Zealand's Mark Brazier-Jones.

The Iniala Penthouse is a collaboration between founder Mark Weingard and Iniala's Chief Design Director, British-born Graham Lamb. It is futuristic, innovative, surreal and sexy. The Penthouse concept is that it is an holistic environment - on entering the room you take off your shoes as if you are entering a desert landscape. The floor melts beneath your feet like sand. The seating is built into the contours of the living room itself. The bed extends from the ceiling without a connection to the floor. The bathing area is sunk into the ground like an oasis in the Sahara itself.

Iniala also includes The Island of Iniala - its own Playhouse designed by American Chris Jones and a space for children of all ages. The first kids' hotel in Asia, it will fill childrens' imaginations with stories of pirates and jungles, and their own fairytales created by bedrooms and playspaces specifically designed for younger members of the family. Island of Iniala also includes a kitchen where children can learn to cook with the help of Iniala's own chefs.

On the ground floor, for adults, is a fully-equipped private gymnasium and boxing ring inspired by heroes of sport and art alongside a jaw-dropping bar - the Playhouse - filled with designer Ramon Ubeda's beautifully-engineered games tables and boys' toys for the design-conscious.

The incredible food concept at Iniala - restaurant Aziamendi - is overseen by Eneko Atxa, the youngest chef to have ever

received 3-Michelin Stars in Spain. Eneko's creatively-crafted cuisine seduces the senses. He has created a new concept for Aziamendi, overlooking the Natai River, combining his traditional European techniques with the best of local Thai ingredients. Signature dishes include Bonsai Tree of juicy cherry tomatoes, Truffled Egg, Foie Gras Ash, Mushroom Tea, Snapper with morning glory and petits fours including white chocolate and mint, and cloud.

At the core of Iniala is a big heart. Iniala has a strong charitable philosophy with 10% of all room revenues, and 5% of other revenues, going to charity. The Inspirasia Foundation was set up by Iniala's owner 10 years ago and is committed to funding exceptional health, disability and education projects across Thailand, Indonesia and India.

Mark Weingard, founder of Iniala, commented: "Iniala is not just a retreat to relax in by the beach in Phuket – it is also a temple of global design, art and gastronomy. I am delighted that some of the world's foremost creative leaders are creating Iniala Beach House – the ultimate place to stay in Asia. This is just the start of Iniala around the world as we develop a fresh, innovative Residence that will be a joy to stay in and dine in."

The Iniala Beach House is available for private hire from US\$80,000 per week. Individual villas and the Iniala Penthouse Suite are also available for hire from US\$21,000 per week.

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