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A BOLD STEP FORWARD

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The Design Issue



Luxury is a vocation

Palazzo Versace, in Dubai, a glittering fashion hotel in the land of wealth

This is not the first foray into the hospitality world for the Versace fashion house, which astonished everyone in 2000 with the opening of Palazzo Versace on the Gold Coast in Australia, but Palazzo Versace in Dubai is a true challenge because it is located in a geographical area that has made luxury its trademark.

There are numerous 5-star hotels in the Gulf States (and surrounding region) and the number will continue to rise: architectural and interior design formulas are all centred around the appearance of the structures and furnishings and they are almost always extremely lavish.

Dubai, which is certainly the most cosmopolitan of the Arab cities, is the perfect place to leave a mark in the hotel business.

Palazzo Versace in Dubai, designed by Donatella Versace, artistic director of the Italian fashion house, is situated on the Dubai Creek waterfront and offers 215 bedrooms and 169 condominiums of various sizes.

Palazzo Versace not only offers opulent luxury, but a true lifestyle, defined by fashion, accessories and a rich, refined atmosphere.

The Versace mood permeates throughout the hotel, from the hand-painted gold ceilings to the marble and mosaics, and finally the heads of Medusa and the Greeks chosen as subjects for prints, true icons of the fashion house, some of which were exclusively designed for the hotel.

The lobby that welcomes guests is an explosion of Baroque: 1000 sq m of mosaics and textile accessories inspired by the symbolic figures of the Palazzo: the Peacock, the Falcon and the Horse.

Symbols and allegories are woven seamlessly into a visual whirlwind that overwhelms visitors.

The luxurious rooms come in an infinite number of variations: from Deluxe to Premiere, from the Executive Suite to the Imperial Suite, every room is a unique environment designed for the most discerning guests.

Eight bars (one of which, Q5, is dedicated to Quincy Jones) and restaurants, three outside swimming pools and a fitness and wellbeing centre complete the range of places and services for the most demanding leisure needs, as well as for business that requires privacy, security and a suitable setting. The next challenge? Macao in 2017.



