

WORDS BY CATHERINE MARTIN

THE ADDRESS DUBAI



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Emaar Hospitality Group employed the design services of Atkins and WA International to create its flagship hotel adjacent to the world's tallest tower.

Not many would want to compete in such record-breaking surrounds but The Address revels in being flanked by the world's tallest building, largest shopping mall, and highest performing fountain. As the *second* tallest tower in Downtown Burj Dubai, the hotel has carved out its own identity thanks to a distinct curvilinear shape and contemporary Art Deco interiors, already winning it accolades at the World Travel Awards and the Arabian Hotel Investment Conference.

The newbuild hotel is designed by Atkins, of Burj Al Arab fame, and is based on "an organic evolution of a series of linked arcs", says Joe Tabet, Head of Architecture for Atkins in Abu Dhabi, and Regional



ABOVE: (LEFT) The design team adjusted the outer curves of the building increasing its footprint (CENTRE) The double-height lobby features an Amanda Brisbane sculpture formed from 290 glass shells (RIGHT) Bohemian crystal chandeliers are custom-made by Preciosa Lighting

Hotel Specialist for the Middle East. He refers to the Golden Spiral, a derivative of the Golden Ratio as a creative force during design development of the structure and adds: "Rising above the hotel is an aerofoil-shaped tower that accommodates 45 levels of deluxe serviced apartments."

The curvilinear shape is a key theme throughout the hotel influencing the interior architecture and way in which the public spaces flow into one another. These curves presented a challenge to interior designers WA International, who devised no less than 44 guestroom layout types.

Their biggest challenge however, was to create a spacious entrance lobby within the tight framework

needed to support the 63 storeys. Design Director Claire Craig and Associate Helen Skea took lead on the project: "This was done by adjusting the outer curves and increasing the building's base footprint. We worked closely with the architects to further extend the outer canopy and create an impressive arrival experience for guests."

The double-height lobby, clad in dark wood and natural stone, features cascading crystal curtains and an Amanda Brisbane sculpture formed from 290 glass shells. A subtle marine theme runs throughout with a wave effect wall, unusual accent pieces and organic-style accessories such as Alan Meyburgh's 3.5m four-piece collection, 'Circle of Life in the Ocean'.

The overall inspiration for the interiors was taken from the dramatic and diverse landscapes of the Gulf region. From the rugged Hajar mountains to the golden sand dunes of the desert; the brilliant blue hues of the Arabian Sea and the reds, oranges and golds of the sunsets. "This inspired not only our space planning and interior architecture," explains Craig, "but also the finishes, textures, and colours, as well as the overall mood we wanted to create."

That mood is of understated glamour. WA International wanted to create something unique, different from the standard corporate offering or Arabic-themed hotels cropping up throughout the Middle East. It was to cater to the business traveller,



the long term resident, and the leisure guest so the style needed to encapsulate 'corporate efficiency with residential luxuriousness'. With backing from developers Emaar and Mirage Mille, WA International's concepts evolved into the 'where life happens' destination that is now at the heart of The Address brand philosophy.

Central to this philosophy are innovative services and guest benefits such as the 24-hour stay, meaning guests arriving in the evening are able to keep their room for up to 24 hours without having to follow the traditional check out time. For those arriving from different time zones, there is a round-the-clock business centre, fitness centre and restaurant.

The 196 guestrooms and suites are influenced once again by the shape of the building, as are the casegoods. WA International has made use of curved dark wood paneling and backlit mashrabiya screens behind the bed to create a warm, sensuous room.

Another defining characteristic of the brand is location. The Address Downtown Burj Dubai undoubtedly makes the most of its surroundings with each of the eight food and beverage outlets tailored to maximise the stunning views. Al fresco dining can be enjoyed at the lakeside coffee shop Xpresso or on Bajjah's outdoor terrace. Fazaris offers a blend of Japanese, Asian, Indian, Arabic and Mediterranean dishes whilst signature restaurant Hukama serves Chinese cuisine in a subtly authentic setting. A private dining room within Hukama is dominated by one of many bohemian crystal chandeliers throughout the hotel, custom-made by Preciosa Lighting. At its zenith is Neos, an exclusive 63rd floor lounge with charismatic design features to complement the backdrop. "It's probably best described as an adaptation of Art Deco opulence and the outrageous decadence of the 1920s," explains Craig. "We used glistening black marble flooring and encased the

columns in bands of mirror-polished stainless steel to enhance the sultry colour palette and unparalleled panoramas of the city below."

The bar has been fashioned from black granite infused with reflective quartz, giving a twinkling starlight effect. Overhead, crystal chandeliers enhance the starburst effect while a fibre optic light curtain surrounds the high gloss black lacquer lift case. Complementing the design features are furnishings in a monochromatic colour palette enlivened with mulberry for contrast and warmth.

The Address also features a luxurious ESPA-designed spa, and a strong MICE offering in a bid to attract people they call 'social CEOs'.

Eager to roll out the brand's revolutionary service philosophy and contemporary design, Emaar Hospitality Group will open two hotels at key Dubai addresses in 2009, with a pipeline of many more throughout the Middle East.



ABOVE: Glistening black marble floor and columns encased in bands of mirror-polished stainless steel characterise Neos RIGHT: the private dining room in Hukama BELOW: Fazaris offers a blend of cuisines



EXPRESS CHECKOUT

THE ADDRESS DOWNTOWN BURJ DUBAI
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Tel: +971 4 436 8888
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- 196 guestrooms and suites
- 7 bars and restaurants including Hukama, Fazaris, and Neos
- Spa and fitness centre
- The Symphony Ballroom