

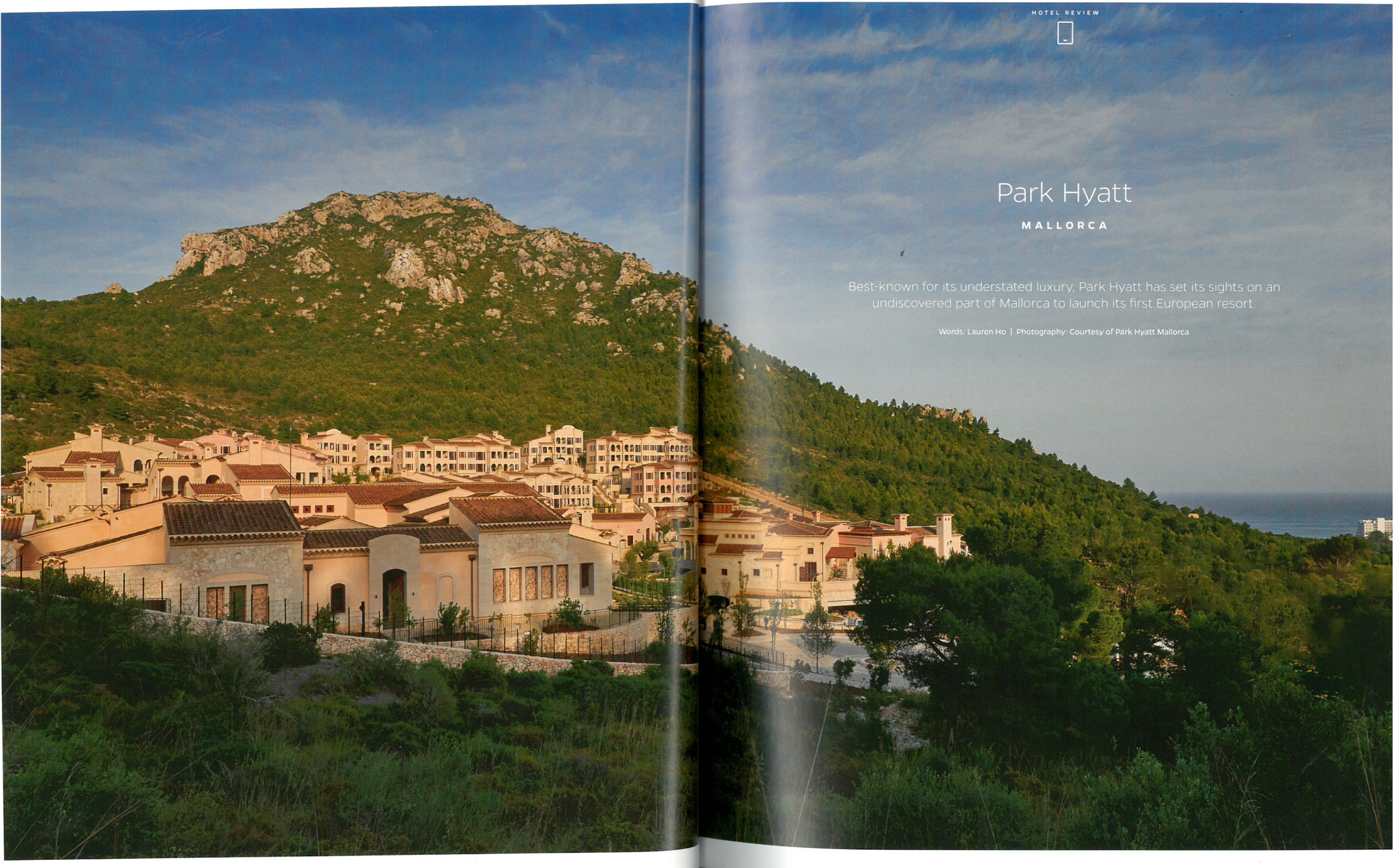


Park Hyatt

MALLORCA

Best-known for its understated luxury, Park Hyatt has set its sights on an undiscovered part of Mallorca to launch its first European resort.

Words: Lauren Ho | Photography: Courtesy of Park Hyatt Mallorca





A graceful departure from the all-inclusive resorts and rowdy reputation Mallorca has become known for, the new Park Hyatt resort sits on the relatively unexplored eastern shores of the island, surrounded by a picturesque palette of muscular ridges, tree-strewn hills and the sparkling Balearic Sea.

More precisely located within Cap Vermell Estate, a 49-acre plot of land in Canyamel Valley, the Park Hyatt is the first step of part of a wider masterplan to transform the enclave into a desirable destination. "The owners [Cap Vermell Investments Group] decided they didn't just want a hotel, they wanted a destination," explains John Beveridge, General Manager of the property. Likewise, for the hotel group, according to Beveridge, the scenic beauty and the strength of the Mallorca brand came together to create the perfect grounds for Park Hyatt's first European resort. "We've been very careful about where we'd put a Park Hyatt resort in Europe," he continues. "Our planners and developers worked with the owners to come up with something that would satisfy a broad range of needs. The hotel is the heart of this destination, where eventually there will be villas and a country club."

Indeed, the country club, which will comprise paddleball and tennis courts as well as an indoor and outdoor pool, is just a snippet of what's on offer. Ensnconced further up the hill, the hotel, designed by the Lisbon office of DSA Architects International, has been created

to resemble a traditional Mallorquin village, right from the intricate stonework of the façades to the stepped layout of the buildings that haphazardly tumble down the slope towards a town square, complete with its own clock tower.

"The brief was to produce a resort-style hotel fitting into the environment, with a distinct regional design," explains Mike Scott, European Managing Director of DSA Architects. Philipp Riethemer, who led the design of the property, continues: "It brings the visitor into the heart of the island culture and has a minimal visual impact on the surroundings."

And while the hamlet does have a somewhat pristine appearance to it, authenticity was still key; each of the 27 individual buildings that comprise the resort are rendered a different terracotta shade and with the aim to minimise the environmental impact, materials such as the clay roof tiles, wrought iron railings and timber beam ceilings have all been locally sourced. "These are all methods that are still used locally, so sourcing authentic materials was possible and it also allowed us to minimise the carbon footprint of the build," says Frank Samina, Associate at DSA and the project's site supervisor. Meanwhile, much of the stonework uses reclaimed rock that was extracted, by landscape designers AECOM, during the excavation process; a necessary operation owing to the steep topography of the land and which Scott says, was a challenge but also a benefit.





Above: Interiors feature a low-key colour palette, bespoke furnishings and a considered lighting scheme with fixtures by Astro

“It was an opportunity to break away from designing a monolithic large hotel block, while also allowing us to follow the contours and turn each of the guestrooms towards the sunshine and the views,” he explains.

Certainly, the 142 guestrooms and suites are all faultlessly positioned, and while the lower ones might not be blessed with sweeping vistas, all have their own private terraces, some also with the added advantage of a garden in which to while the day away. “It is important that the guestrooms enjoy attractive views without overlooking each other, that the facilities all work perfectly, that the resort is easy to navigate and that guests can meander through the site, experiencing many different vistas and landscaped spaces,” explains Scott.

Blending the natural and built environment was integral to the landscaping and AECOM’s approach involved introducing flora and vegetation that is native to the island. A 300-year-old olive tree outside the lobby immediately sets the tone while pines, Holm oaks and vertical cypress trees are dotted throughout the site. Another important aspect was to merge the boundaries between indoor and out, so that guests perceive the private outdoor areas as an extension of their living space.

Inside, the aesthetics do not stray far from Park Hyatt’s understated

philosophy. Conceived first in conjunction with London outfit GA Design and then completed by Dubai-based Michelle Evans & Associates, a low-key colour palette, considered lighting, bespoke furnishings and swathes of polished marble immediately elevate the tone, while plush details from brass trims to original artworks are rich finishing touches. “The predominantly pale colours of the rooms need high quality furnishings, warm rugs, decorative glass screens, bespoke lighting and original artwork to provide a sense of luxury expected from a Park Hyatt hotel,” says Samina.

This attention to luxury and nuanced regard for the guest’s needs continues throughout the property, including the carefully planned meeting and event spaces – called The Residences – and the Serenitas spa, which tipped as the largest and fanciest in the area, offers a variety of treatments based on the island’s herbs, a series of sauna and steam facilities and seven treatment rooms – all within a bright, airy building overlooking the sea and mountains beyond.

The four restaurants, which surround the village square, cater for all tastes, from Balearic, which serves up fresh regional fare, to a more formal Asian restaurant, a tapas bar, and Café Sa Plaça, a relaxed coffee shop where a bulky wooden table – handmade by local craftsmen over 180 hours – sits on top of a colourful floor laid with patterned hydraulic tiles. “The spa, reception, meeting rooms



Left: The resort has been designed to resemble a traditional Mallorquin village, from the intricate stonework of the façades to the stepped layout of the buildings that haphazardly tumble down the slope towards a town square, complete with its own clock tower

and restaurants allowed for more variation with timber wall panelling, classical carved stonework, wrought iron screens and bright mosaics,” says Samina.

Of course, the broad culinary options are enough to keep guests enclosed within the resort, but for those wishing to venture out, cars are on hand to transport them to the sandy shores of Canyamel. Here, the facilities at Cap Vermell Beach Hotel are on tap and purchases can conveniently be charged directly to a guest’s Park Hyatt account.

So, after a day spent snorkelling, windsurfing or ambling around one of the four nearby golf courses, guests can head back to the resort to indulge in a lavender and rosemary-infused treatment at the spa, followed by a poolside pre-prandial cocktail and finished off with a superb tapas meal from Michelin-star chef David Garcia, while sitting amongst olive trees and watching the sunset’s pink and orange hues bounce off the rolling hills beyond.

EXPRESS CHECKOUT: 142 guestrooms | 3 restaurants | 1 bar | Ballroom, meeting rooms | Spa, fitness centre, 3 swimming pools | www.mallorca.park.hyatt.com
Owner / Investor / Developer: Group Cap Vermell | **Operator:** Hyatt | **Architecture:** DSA Architects International | **Interior Design:** GA Design; Michelle Evans & Associates
Lighting Design: DPA | **Landscape Architecture:** AECOM