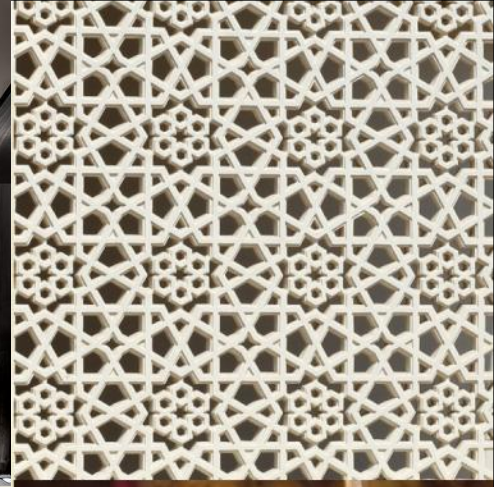




# FAIRMONT FUJAIRAH

02 February 2017



## UNVEILING A LUXURIOUS RETREAT

Located on the east coast of the United Arab Emirates with sweeping views of the Gulf of Oman and lauded for its natural beauty set against the backdrop of the historic Hajar Mountains, a Fairmont flag will fly at Fairmont Fujairah. Fairmont Fujairah Beach Resort is a 90 minutes drive from Dubai.

Abu Musa  
ابوموسى





## “ARABIC BOHEMIAN ART BOUTIQUE HOTEL”

The Arabic Bohemian Art hotel concept will be a first for this area. Unlike the competition in the local market, this will be a gallery space hotel focusing on art. Working with a simple palette and using clean, contemporary and artistic lines a strong DNA and brand message can be followed throughout the hotel and public spaces. Key cultural, sculptural and artistic elements can be used to expose and define each space adding worldly character and a unique sense of style.



## CONCEPT AND PHILOSOPHY

Clean and contemporary with a regional chic influence, the lobby space is the welcome point and initial introduction into the *Arabic Bohemian Art* hotel. Setting the tone for all public spaces, the lobby's individual DNA, based around bagged gallery white walls and dark timber floors, is luxurious and unruffled. A backdrop for contemporary art and key cultural elements, the Fairmont lobby will be defined by a soulful character and a unique sense of style.



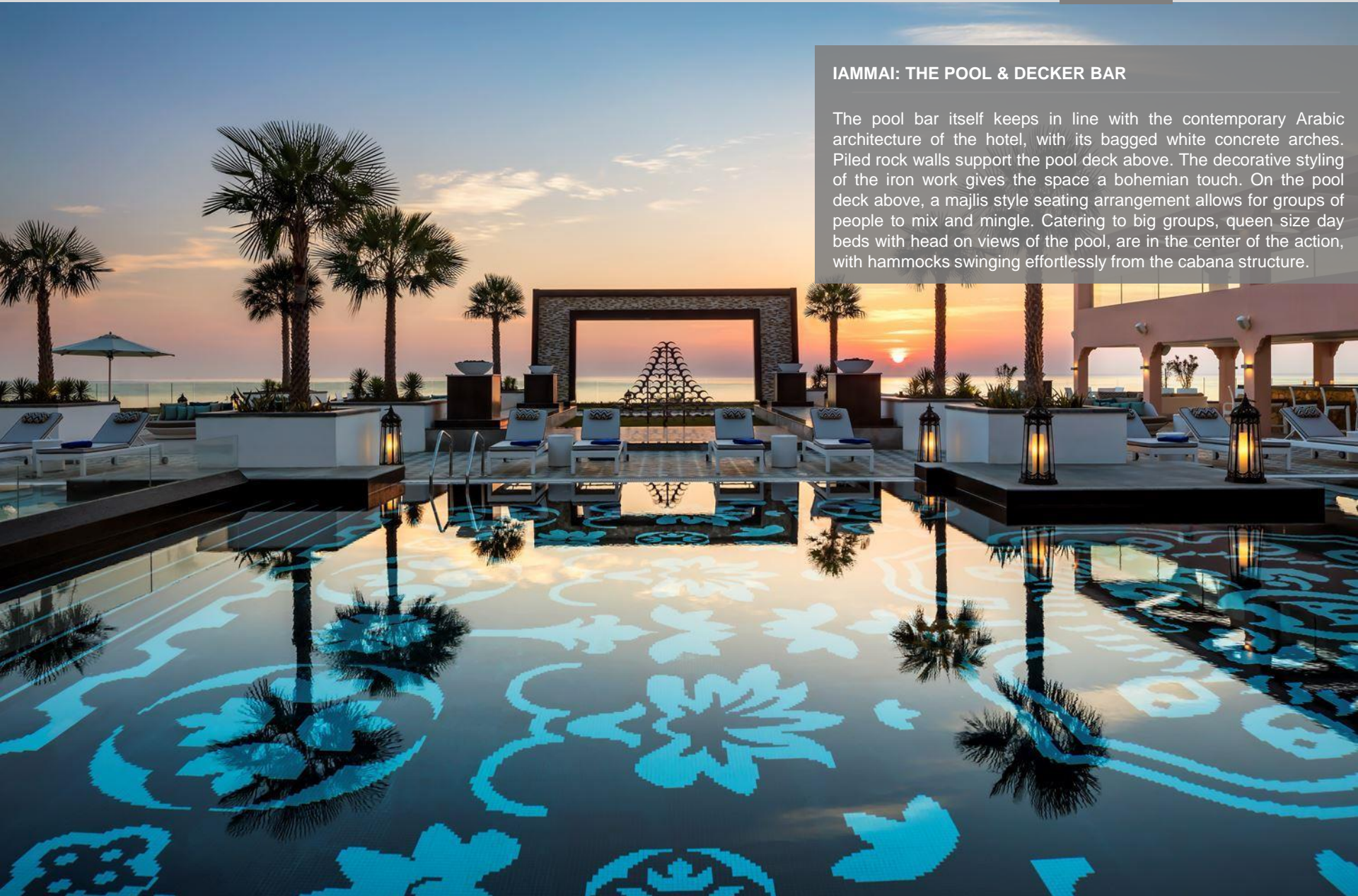
## 180 KEYS

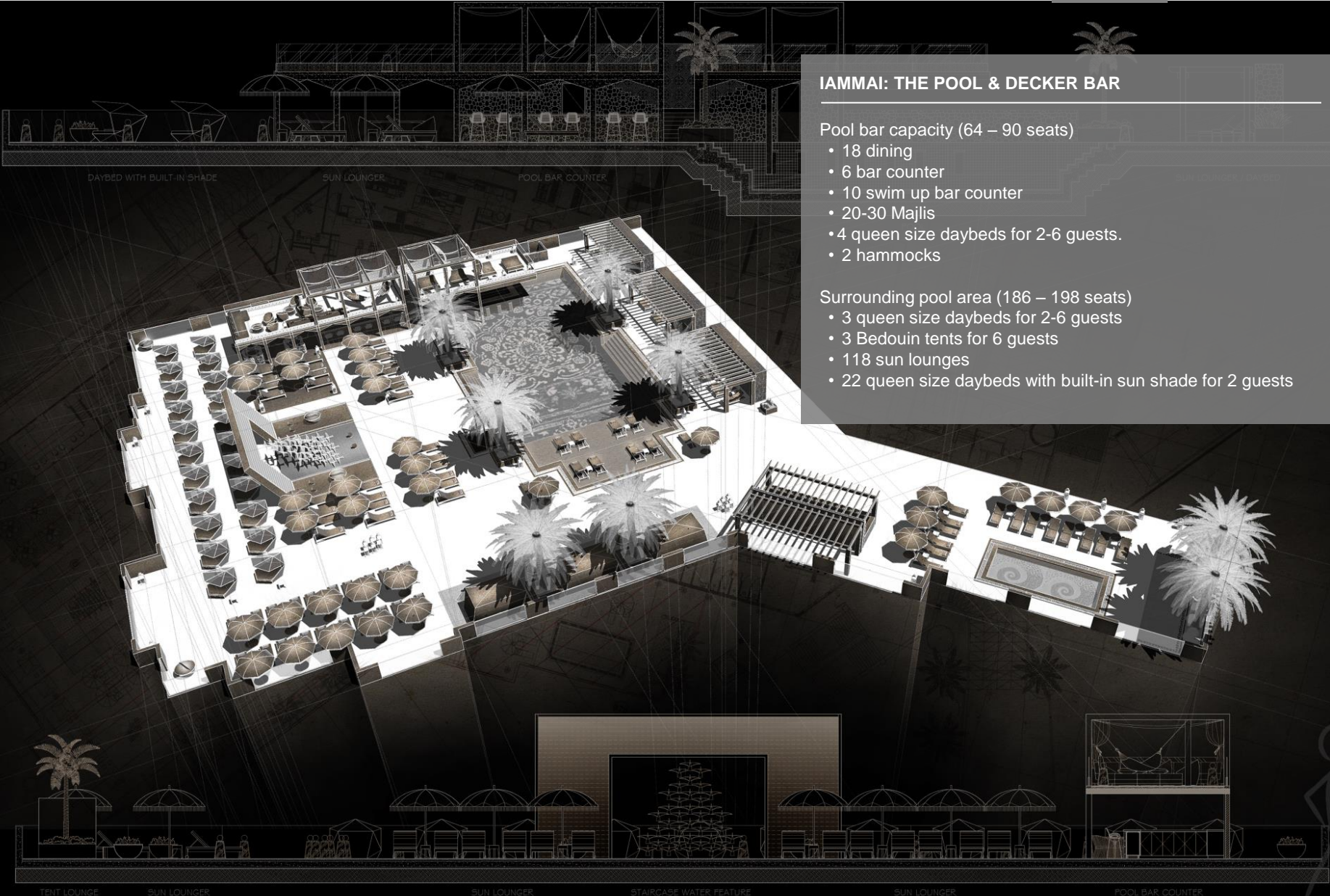
- King rooms (105) including 2 ADA rooms
- Twin rooms (60)
- One Bedroom Suites (14) including 3 with large terraces
- Presidential Suite (1) located on the 12<sup>th</sup> Floor



## IAMMAI: THE POOL & DECKER BAR

The pool bar itself keeps in line with the contemporary Arabic architecture of the hotel, with its bagged white concrete arches. Piled rock walls support the pool deck above. The decorative styling of the iron work gives the space a bohemian touch. On the pool deck above, a majlis style seating arrangement allows for groups of people to mix and mingle. Catering to big groups, queen size day beds with head on views of the pool, are in the center of the action, with hammocks swinging effortlessly from the cabana structure.





## IAMMAI: THE POOL & DECKER BAR

### Pool bar capacity (64 – 90 seats)

- 18 dining
- 6 bar counter
- 10 swim up bar counter
- 20-30 Majlis
- 4 queen size daybeds for 2-6 guests.
- 2 hammocks

### Surrounding pool area (186 – 198 seats)

- 3 queen size daybeds for 2-6 guests
- 3 Bedouin tents for 6 guests
- 118 sun lounges
- 22 queen size daybeds with built-in sun shade for 2 guests



## CANVAS: ALL DAY DINING RESTAURANT

Characterized by regional architecture and local artifacts. Show kitchen counters are clad with luxurious quartz stones and suspended above the chefs are elliptical mirrors. The reflections set the stage for showcasing the culinary skills of talented chefs for the entire restaurant to see.

Timber ceilings envelope the kitchen area, separating it from the dining area. Scattered throughout the space are decorative light pendants made by regional artisans. These lights hang above the tables, highlighting different seating arrangements.

Arabic style arches frame the views to the outside pool terrace and the marina vista. Utilizing perforated metal, an abstract urban landscape reminiscent of fishing nets anchors the corner of the all day dining, making it the signature art piece in this venue.

Interactive Multi Cuisine all day dining, including a la carte lunch and pool side food service and full set-up BOH beverages dispense area including draft facilities.

Capacity: 165 seats indoor, 62 seats outdoor and 12 seats in a private dining room.

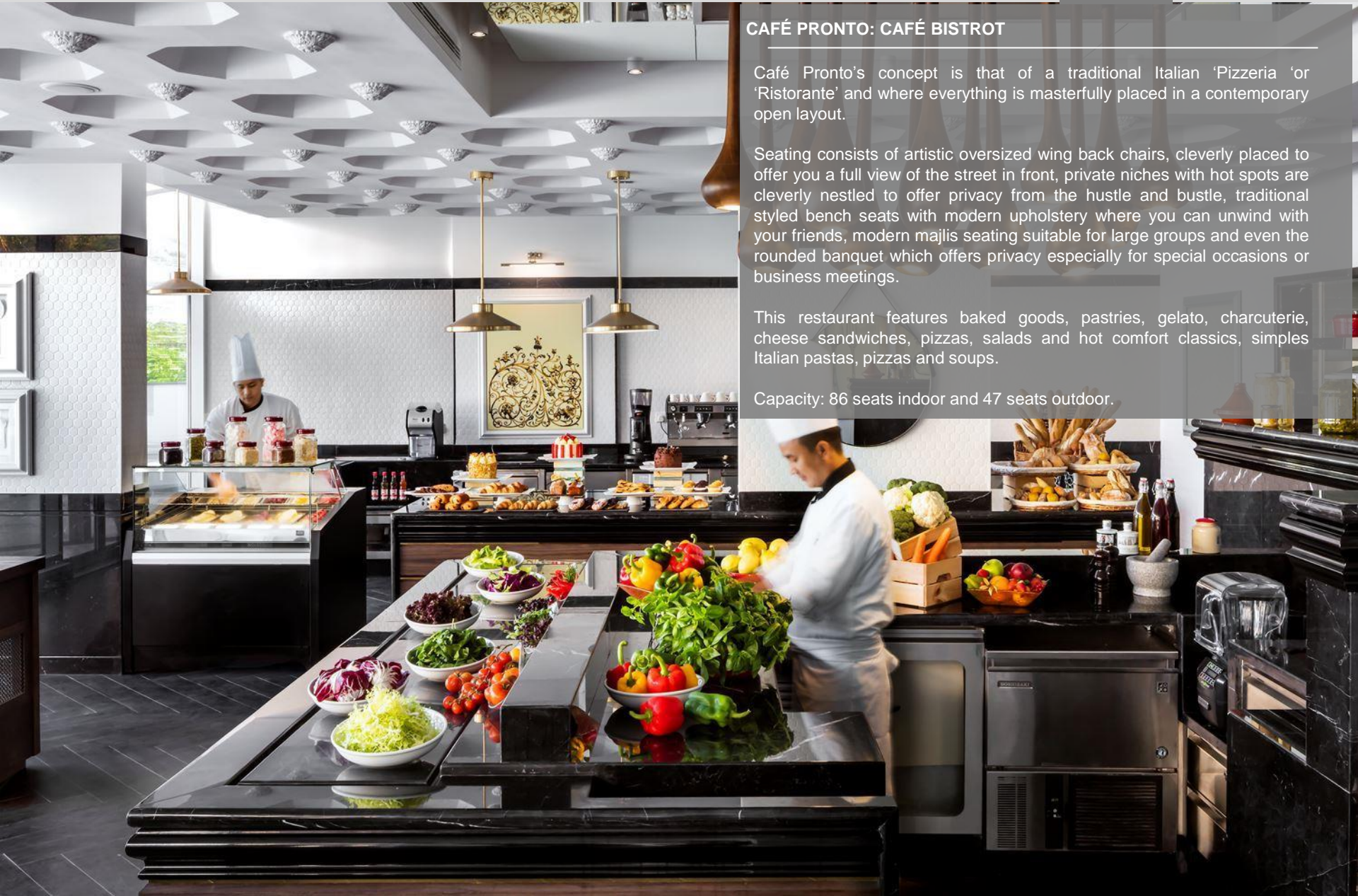
## CAFÉ PRONTO: CAFÉ BISTROT

Café Pronto's concept is that of a traditional Italian 'Pizzeria' or 'Ristorante' and where everything is masterfully placed in a contemporary open layout.

Seating consists of artistic oversized wing back chairs, cleverly placed to offer you a full view of the street in front, private niches with hot spots are cleverly nestled to offer privacy from the hustle and bustle, traditional styled bench seats with modern upholstery where you can unwind with your friends, modern majlis seating suitable for large groups and even the rounded banquet which offers privacy especially for special occasions or business meetings.

This restaurant features baked goods, pastries, gelato, charcuterie, cheese sandwiches, pizzas, salads and hot comfort classics, simple Italian pastas, pizzas and soups.

Capacity: 86 seats indoor and 47 seats outdoor.





## ARTEASAN: THE TEA LOUNGE

Comfortable sofas, casual ottomans, and pearl inlay artisan coffee tables dot the room. Pearl inlay is a subtle reference to the regional history of pearl diving. Dominating the space are clusters of high back peacock chairs consisting of steam curled wood and with large fanned backs.

Interesting pieces of contemporary art are set into niches in the wall with a slight reference to tea, coffee and regional culture. One of the pieces of art, "Rose" is designed by Egyptian-Lebanese artist Lara Baladi and speaks about familial culture of sitting around a table engaging in the history of reading coffee grinds. The centerpiece to the area is a large laser cut corten steel tea leaf and the beauty is in the simplicity. The corten steel is cut to represent the structural veins of a tea leaf. The intricate pattern compliments the pattern of the mashrabiya.

Capacity: 31 seats.



Lighting Detail



Pearl Basket Detail



Rope Detail

Lighting Style



Lighting Style

Accent Color

## THE COPPER LOBSTER: SEA GRILL

Fun, relaxed and nautical; The casual nature of Fishman's Warf in San Francisco is the essence we are trying to achieve. As guests walk up to the restaurant they are greeted by the host and invited to look at the outdoor seafood ice displays. Guests can pick from the catch of the day while the fish monger will place the guest's choice of fish in a metal bucket and place it on a mechanical pulley.

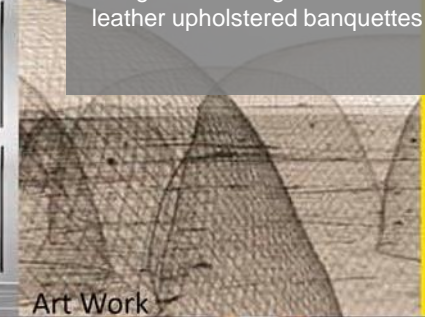
To reflect the nautical references of Fujairah, some design features are inspired by local pearl diving and fishing. Traditional rope tying techniques and contemporary lighting elements create screens that designate seating clusters. These clusters consist of comfortable leather upholstered banquettes and arm chairs.



Rope Screen Detail



Wood Paneling



Art Work



Door Style



Overall Mood



Seating Style



Rope Accessories

## THE COPPER LOBSTER: SEA GRILL

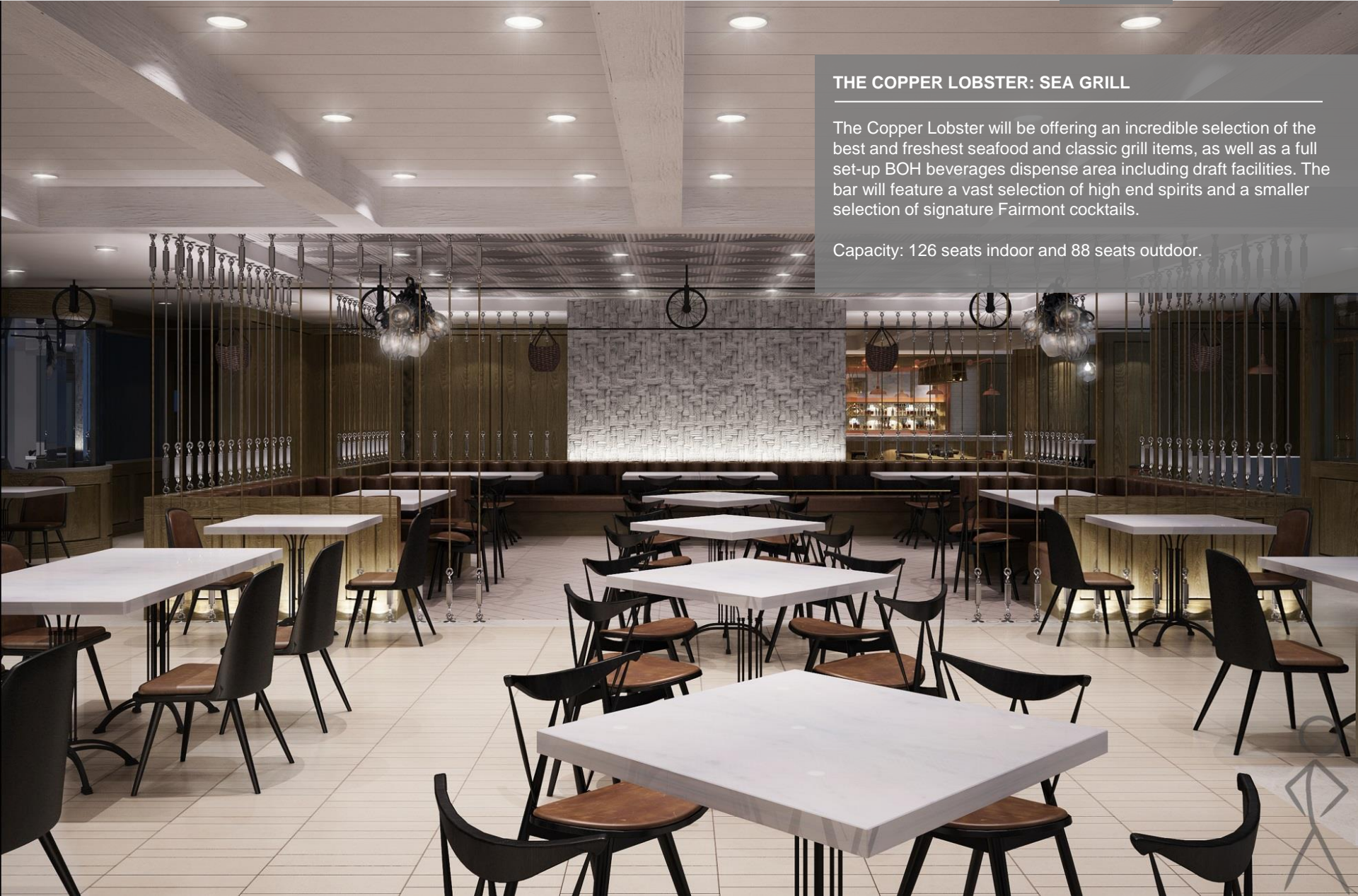
The restaurant is geared towards communal seating arrangements and dining clusters so that everyone feels like they are part of the Fairmont family. Mood lighting and ambient music encourages people to interact and sets an active vibe. Whether guests are here for a meal, a casual drink, or both; The Copper Lobster offers a little something for everyone to enjoy.



## THE COPPER LOBSTER: SEA GRILL

The Copper Lobster will be offering an incredible selection of the best and freshest seafood and classic grill items, as well as a full set-up BOH beverages dispense area including draft facilities. The bar will feature a vast selection of high end spirits and a smaller selection of signature Fairmont cocktails.

Capacity: 126 seats indoor and 88 seats outdoor.



## WILLOW STREAM SPA

The second Willow Stream Spa to open in the UAE, it consists of :

- 6 treatment rooms total including 5 single treatment rooms and one VIP suite with Jacuzzi tub
- Relaxation areas for male and females plus a coed relaxation area
- Spa Reception and retail area
- Nail Salon
- Fitness Center by Life Fitness
- Female wet facilities with sauna, steam room and hammam with experience showers
- Male wet facilities with sauna, steam and experience showers

## HIGHLIGHTS

- Fujairah's only boutique gallery-space resort
- Spectacular Sea View or Marina Facing Guestrooms & Suites – 180
- Standard rooms start from 40 square metres
- Generously spread across 360 sq m, the three-bedroom Royal Suite occupies the entire topmost level of the resort
- Food & Beverage Outlets – 5
- Extensive outdoor event space and three meeting rooms with floor-to-ceiling windows
- Largest meeting room can be divided into 4 separate sections
- Beach facility
- Swimming Pool and Children's pool
- Kid's Club and activities
- Willow Stream Spa, Gym by Life Fitness and Ladies Beauty Salon
- Fully-equipped Dive Centre

