

# AMÀRE MARBELLA BEACH HOTEL, MARBELLA, SPAIN

This adult-only hotel located directly on the beach offers a different and more mature way to experience the popular holiday destination of Marbella. With elegant design, thoughtful gastronomy and alternative activities, here's how to do Marbella with sophistication.

The award-winning Amàre Marbella Beach Hotel re-opened for the summer season in March, with several new additions to its offering. Updated rooms, art exhibitions and a new restaurant concept are all new for 2018. The location for the hotel is ideal as it's right on the beach and only a few-minutes walk from the Old Town.

Part of the long-lasting Andalusian hotel group Fuerte Group Hotels, Amàre Marbella Beach Hotel aims to offer a more sophisticated way to experience the popular holiday destination. With top-notch food, stylish interiors and great activities, here you can do Marbella in style.

The urban, sophisticated interiors were developed by renowned Spanish architect firm Live-Rodriguez and interior design company Verum Hotel Development. The architecture is based on the traditional houses characterised by the south of Spain with modern touches added to it. The interiors are designed to reflect the colours of the sea, so there is an overwhelming influence of cool white and blue hues. Steel and glass make up the three-dimensional shapes and curves that are used throughout the hotel, mirroring the Mediterranean landscape that surrounds the hotel.

## PUBLIC AREAS

As you enter the lobby, you're instantly transported to a sophisticated beach environment. Sandy hues, light blues and warm whites welcome you in, creating a light and breezy atmosphere. Materials such as bamboo, glass and wool set an organic and minimalist tone. As a contrast, the artwork is quite masculine and stark – dark facemasks hang on the wall and there's a particularly intriguing black glitter puma.





In the staircase that leads down to the Club/Lounge area, there is a vertical garden with a tinkling water fountain, creating a fresh and tropical feel. Arriving in the Club reception, you're greeted by a disco elephant – the hotel's most photographed spot.

The hub of the hotel is the Amàre Club, which is spread across three different spaces: the Amàre Beach, Amàre Lounge and Amàre Pool. The exclusive Amàre beach area offers comfortable sunbeds, massages and DJs on the beach with themed events in the evening during the summer.

The Amàre Lounge is a contemporary space that boasts a chill-out area and bar that opens up on to the pool and terrace. Clad in light wooden panels and flooring, the relaxed feel is reinforced by stylish, white chairs. There are also live performances with dinner and cultural master classes.

The Amàre pool is surrounded by spacious sunbeds and a 'call button' for service (also available at Amàre Lounge and Amàre Beach), and is the perfect place to relax. Hanging chairs and benches allow for lounging around with a book or a nice drink with the characteristic sound of swaying palm trees in the background.

#### ACCOMMODATION

The 236 rooms are split into several room categories (Oh La Là The One, Oh La Là, Dolce Vita, Make It Happen, Keep The Secret, My Way, I Was Here) each with their own fun name and corresponding unique design.

There are 24 'Oh La Là The One' rooms, which are large double rooms

with sea views, glass walls and modern design. Spacious, sunny and breezy, the décor and colours reflect the ocean and the beach.

The 'Oh La Là' rooms are comfortable and made for lazy days – the rooms are spacious, the beds are dreamily comfy, they're light and breezy and have their own balconies.

The junior rooms, or the 'Dolce Vita' rooms, are beachfront rooms with a comfortable bedroom and an intimate living room.

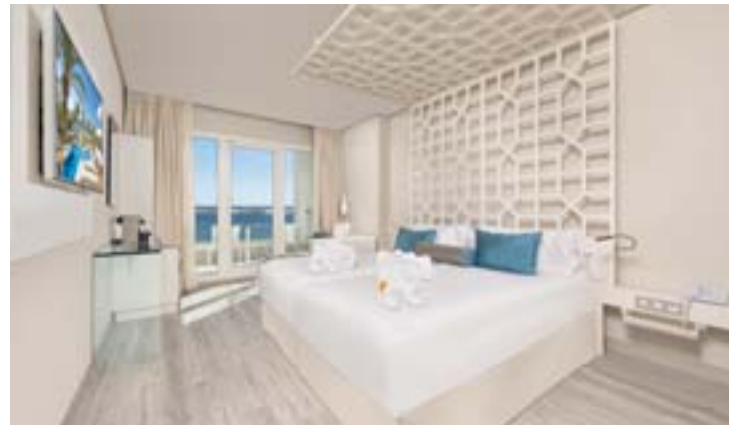
The 'Make It Happen' rooms are distinctly trendier in their design – pure, minimalist, and elegant. The Super Double rooms with a sea view offer a modern and relaxed environment.

The 'Keep The Secret' rooms are stylishly decorated with Instagram in mind – there are lots of 'Instagramable' design features around. Quirky touches, exclusive decorations, cool details – it's all there.

The standard rooms are called 'I Was Here' and are intimately designed to make you feel welcome and taken care of.

#### FOOD & BEVERAGE

Amàre Marbella Beach Hotel has the only 360° view rooftop bar in town, which offers incredible vistas of the city and the sea. On a good day you can even see the African coast in the distance. Ideal for sunsets, Belvue is light and breezy in its design – white, simplistic furniture, colourful lights and walls of glass. >



ADVERT HERE





Hayaca is Marbella's first Latin American dining concept and will be headed up by Michelin-starred chef Mauricio Giovanini. The terrace will be transformed into a Latin American haven for the summer using vibrant colours, exciting textures, funky lighting and new staff uniforms. Giovanini also heads up the Michelin-starred Messina Restaurant, located only a stone's throw away from the hotel.

The breakfast restaurant, Mare Nostrum, offers a delicious buffet with lots of local food. Situated on the terrace, there's an incredible sea view.

The Amàre Club has its own restaurant on the beach, which serves tapas, fresh seafood, pizzas and burgers.

**SPA**

The Spa at Amàre Marbella, Spa Germaine de Capuccini, has its signature hydrotherapy circuit alongside professional treatments and massages. There's a Turkish bath and a steam room and the relaxation area have comfy lounge beds. Channelling the colours of the sea, the spa is covered in striking blue tiles.

**ACTIVITIES**

Marbella is renowned for its nightlife and tourism, but Amàre wants to show off all the different sides to the city. Therefore, the hotel arranges a





variation of activities for guests including hiking, bike rides, canyoning, cultural masterclasses and guided tours of the old town (which is packed with history). This offers a fresh side to the popular holiday destination, which widens the appeal.

The hotel has also teamed up with Marbella International Film Festival for an exclusive TV channel and partnership agreement, and Amàre Art will return this year. Amàre Art is an exciting programme of rolling art exhibitions throughout the year. When I was there, some really funky, black & white photography was displayed on the lift doors and on the staircase leading up from the club area.

Amàre Marbella Beach Hotel is a fun, sophisticated and luxurious sanctuary – designed to cater the needs of a traveller who is looking for a well-balanced holiday of relaxation, exploration and pampering.

DESIGN: XXX  
INTERIORS: XXX  
DEVELOPER: XXX  
SUPPLIERS: xxx: xxx xxx: xxx

web address