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W RETREAT & SPA BALI

A MEETING WITH PARADISE

If you were feeling lost and searching for a few moments of peace, this would surely be one of the places you'd wish to wake up at. A surprising congregation of taste, elegance and modernity, at a place as desirable as the paradisiacal island in Indonesia: Bali.



02//OUTDOR



Ed Ng and Terence Ngan from AB Concept

W Retreat & Spa Bali is one of the latest projects by the wonder duo of Asia: AB Concept. Created by its two directors, interiors designer Ed Ng and architect Terence Ngan, AB Concept was founded over a decade ago and several times awarded and recognized for its unique works and for the elegance and sophistication of its projects, namely hotels. With the intention to create something unique which stood out from all other, the Hong Kong team likes to explore spaces and styles, demonstrating their true respect for history, culture and arts.



02//OUTDOR





Located at Siminyak, a hip area of Bali Island, Indonesia, the W Retreat & Spa Bali Hotel sets new standards for design and is at the level of true resting paradises. Belonging to a brand characterized for innovation, the concept of the hotel, surprising and ultra-modern, is a complete change for Bali's design. By merging festive colors, different architectural shapes and traditional elements, AB Concept has created a luxurious retreat of indisputable quality. Made of 232 bedrooms and 79 private villas with one, two or three bedrooms, W Bali has 31.000 square meters over four floors.

Lounge



Hotel's guestroom

According to one of the directors of AB Concept, Ed Ng, “ *with the W Retreat & Spa Bali we are pushing the limits of the Resort Design Hotel, creating a distinctively unique look which includes elements from Bali, but different from anything else in the island*”. AB Concept developed the interiors of this resort by the sea, including the fabulous terrace and the Lounge W. The large day beds and curtains inspire a relaxing atmosphere, while the peculiar contours and the pallet of hot pink and purple suggest a more adventurous side of its creators. Despite not having built the traditional Teac wood terrace, popular in many of the island’s resorts, the AB Concept team respected its rich cultural heritage.





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The architectural motifs reinterpret the traditional art of Bali, while the entrance, with its broad opening, allows for natural ventilation during most of the year, fading down the border between the outside and the inside. The lampshades of the lamps were woven in synthetic rattan (a kind of palm tree typical of this area), similar to the pagodas' roofs (traditional in several Asian countries) and the coating of the roof, cut to be similar to the veins of a leaf, allow for a diffused light through embedded sea shells.

Inspired by the sunset and marine colors of Bali, the hotel's concept reflects the coastal landscape in every opportunity. From the violet shaded glow of the lobby, to the water greens of the relaxation rooms for guests, AB Concept integrated perfectly the natural elements in this project. The bed sets were hand embroidered with plants motifs, the skylights were sculptured over the bath to welcome the sunlight, the furniture for the library was made from tropical wood and the pillars from local volcanic rock.

Lounge

02//OUTDOR

Implementing a new concept and level of luxury, the 79 villas offer a relaxing outdoors lifestyle, with a private pool and incomparable levels of comfort and quality, allowing the guests to absorb the pleasures of a true heaven on earth.

For its charisma, for its identity and for the will to create more than a project but rather a new concept, AB Concept has recently received the trophy for best Design in the 'Hotels over 200 Rooms' category, awarded at the International Hotel and Property Awards 2011 event.

www.abconcept.net

www.whoels.com/baliseminyak

