

block722

Press release

Casa Cook Samos

architects⁺

06.07.2022

Block722 is an Athens-based architecture studio, founded in 2009 by architect Sotiris Tsergas and interior designer Katja Margaritoglou. The team combines Greek and Scandinavian heritage, as well as interdisciplinary experience, and creates work that feels confident, natural, and timeless. The studio undertakes a variety of work, from residential to commercial and hospitality, managing in-house all stages of architectural development, from concept design, through to construction and delivery. Solutions always incorporate a focus on quality materials, a crafts-based approach and collaborations with local artisans and artists that interpret the Mediterranean spirit and traditions for the 21st century. An architectural ethos that places a sense of balance at its heart is among this boutique, yet dynamic practice's guiding principles. At the same time, Block722's design solutions are strongly led by each project's contextual needs and the client's brief. As a result, the studio has won several high-profile awards and has been featured widely in Greek and international media.

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Project Identity

Project name

Casa Cook Samos

Total Surface area

5300 m2

Type

**Architecture
Hotel 5***

Predominantly materials

**Stone, wood,
plaster**

Casa Cook Samos redefines laidback luxury. Tailor made for the refined hospitality brand's dedicated outpost in the Eastern Aegean Sea island, the project draws on its rich, Mediterranean context.

Effortlessness, considered design, and an atmosphere of understated indulgence meet Casa Cook's strong sense of community, interpreted through Block722's signature lens of contemporary organic minimalism. The result is a highly sophisticated environment that engulfs guests in ultimate relaxation.

The retreat's complex – including 128 rooms, a restaurant and wellness center, as well as a wealth of outdoors areas – is situated on the island's southern side. The site, set within a deep, seaside plot, interweaves rich planting and cool water features, stretching out towards an idyllic, sandy beach.

Block722's architecture takes its cues from the local Samos vernacular, in particular the low-scale, tight-knit dwellings of its villages. This influence helps carve out the project's identity, expressed as clusters of low, softly pared down volumes of individual bungalows and rooms of various sizes. The careful, sculptural articulation of each building ensures the whole is broken down to a comfortable, human scale and the design reads as

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a small, picturesque village that feels instantly at home in its setting. A strong water element – a series of ponds, small canals, and swimming pools - runs through the complex, between the buildings, bringing the various verdant outdoor spaces together and providing a cooling feature and omnipresent, unifying canvas for Casa Cook.

The architecture's material palette is defined by warm grey tones, textured surfaces that invite the touch, and the region's abundant nature of wild olive trees, palms, and pines. The terracotta hues of Greek ceramics found on the island played a key role in the choice of colors, while Italian cotto tiles, stone, timber, terrazzo, butter-soft leather, and ethereal fabrics, provide layering to the composition. At the same time, the project's planted roofs further enrich the scheme's green element. This feature also supports the region's biodiversity and ecosystems.

Handcrafted pieces and carefully chosen contemporary furniture populate the rooms, transforming them into a haven of calm. This cocooning environment energizes the guests, whether they choose to spend their time in their private quarters or making the most of the resort's range of spa, hammam, exercise and beauty offerings.

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Defining the edge of the complex towards the sea, the Beach House restaurant offers panoramic views of blue waters and the infinite horizon ahead. The space, created in the same style as the accommodation areas, is open to guests beyond the hotel's enclave, effortlessly weaving the resort into the vibrant, local island life.

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Data sheet

Position

Samos, Greece

Site

Casa Cook

Year of start

2021

Year of completion

2022

Photographer:
Ana Santl

Art Direction:
*Tobias Gaertner,
Vision alphabet*

Owner:
Velos Tourism SA

Client:
FTC Hotels

Styling:
Priscilla Varga

FF&E:
*Block722, Vasilis Nikos,
Velos Tourism SA, Ballian
Techniki*

3D visualization:
*Block722
Fat Tony Studio*

Construction &
Supervision:
Ballian Techniki

Creative Direction:
Block722

Lighting Study:
Skia lighting

Structural & MEP Eng:
*PCK Pagonis-
Polychronopoulos-Kinatos
Co & PG Kamarinos
Consulting Engineers*

Branding Strategy &
Positioning:
Vision alphabet

Masterplanning &
Architecture:
Block722

Hardscape Design:
*Block722, Outside
landscape architecture-
Eva Papadimitriou*

Interior Design:
*Block722
Vasilis Nikos- Velos Tourism
SA*

Softscape & Planting
Design: *ARCHETOPO
Landscape Architecture*

Project manager:
Ballian Techniki

Art:
Anastasia Sachtaridou

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Design team

Sotiris Tsergas, Katja Margaritoglou, Vasiliki Moustafatzi,
Patricia Fakiolaki, Nikoleta Papalymperi, Sofia Stefanopoulou,
Apostolos Karastamatis, Eva Dimoula, Dimitra Pouloukefalou,
Georgia Davveta, Christina Kontou, Sophia Damianidou, Agni
Stasinopoulou, Maria Damianidou, Gerasimos Giannopoulos,
Danai Lazaridi

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#architecturedesign #interiordesign #hoteldesign
#sotiristsergas #katjamargaritoglou #design
#architecturelovers #lines #greekarchitecture
#greekdesigners #interiordesigner #greece
#casacooksamos #casacook #designhotels

General publications:
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Facebook posts:
@block722architects

Instagram posts:
@block722architects

LinkedIn:
@block722architects+

Pinterest pins:
@block722

Twitter posts:
@Block_722

Website:
www.block722.com

Arch. Lighting (inter.):
Bright Special Lighting S.A.

Bathroom Accessories:
Sanco S.A.

Outdoor furniture:
Nikos Sarinikolaou
Giannis Gramatikakis
Handmade Furniture

Art:
Print on canvas;
100X140 cm; 2021

Arch. Lighting (ext):
Gruppo Linea Light

Chair (inter.):
Nitsolas, M. & L. & Co. O.E

Decorative Pillows:
Handmade by
Afghanistan

Special wood constructions:
Pafos S.A.

Fabrics & Curtains:
Kallergis Interiors

Soft furniture:
Nitsolas, M. & L. & Co.
O.E

Furniture:
Nitsolas, M. & L. & Co. O.E

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EXECUTIVE CREATIVE DIRECTOR
Katja Margaritoglou

MANAGING DIRECTOR
Sotiris Tsergas

Founding year
2009

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