

PRESS KIT

# SAN GIORGIO

A DESIGN HOTELS™ PROJECT

Mykonos





## WHERE DO WE GO NEXT?

*In December 2011, Design Hotels™ launched its first project: Papaya Playa popped up on a pristine beach in Tulum, Mexico as a temporary retreat for like-minded, creative individuals to unwind and connect with self and nature. A response to turbulent economic times and the need to create authentic experiences within a destination, the inspiring feedback received to the project has encouraged further creative and off-radar luxury forms. As individuals across the world step up their quest for personal enrichment through travel, art and culture, Design Hotels™ takes the next step from pop-up to temporal hospitality experiences.*

Design Hotels™ Founder and CEO Claus Sendlinger explains: “At the heart of Design Hotels™ Projects are the compelling destinations and rich array of experiences that resonate with a diverse crowd of cultural travelers. Designed to be shifting hubs, they provide an open platform for the creative

collective to gather, celebrate and shape meaningful moments.” Steering the adventure to the Mediterranean this time for the summer season, San Giorgio Mykonos, A Design Hotels™ Project in association with Paradise Club will do just that, uplift and inspire.





*Melding the carefree finesse of the '60s bohemian life with a down-to-earth “gypset” approach, at San Giorgio, everything is about ease and enjoyment. Leisure is writ large and guests are encouraged to store or spend energy as they please. At San Giorgio, it’s like visiting the summer home of your coolest friend, who whips together a feast for the eyes and palate with as much ease and grace as he throws the island’s most talked-about fête. And you’re along for the ride.*

## THE TALE OF SAN GIORGIO

The hotel started its humble beginnings in the '90s thanks to a successful local fisherman who laid claim to a piece of Paradise Beach. Step into 2012 and the 34-room property has changed hands to the neighboring Paradise Club. Long-time friends of Design Hotels™, proprietors Thomas Heyne and Mario Hertel together with Markos Daktilidis, owner of Paradise Beach, approached the brand to design a new

hospitality experience. Located just 300 meters from the club, San Giorgio is situated on one of the most scenic areas of the island between Paradise and Paranga beaches.

Not only is Mykonos famed for its nightlife, of which Paradise Club is ranked amongst the top five in Europe, the picturesque white houses, dazzling blue waters and quaint alleys are the picture of a Grecian paradise.





*Serendipity brought German-born duo Thomas Heyne and Mario Hertel to Mykonos in 2004 to the helm of Paradise Club. With a strong intuition for the needs of their guests, only a couple of years later the space became the hot seat for world-famous DJs like Afrojack, Martin Solveig, Steve Angello, Bob Sinclar and Christian Marchi during the summer season.*

## THE KINGS OF MYKONOS

A mix of Happy House music, relaxed open-air lounge setting and deck looking out to the Aegean Sea. Paradise Club attracts a crowd of 25 to 45 year olds. During peak season, summer-loving, free-spirited people dance the night away creating a hypnotic vibe that has to be experienced to be believed. With a huge following in Australia, the owners have frequently toured the metro cities to great reception. In fact so beloved are

they, they ended up starring in the hit Greek-Australian movie, the Kings of Mykonos - as the two funny Germans on the island of course!

Their vision for San Giorgio is much like the club – to be a space where like-minded individuals from all over the world can come together and feed off the exhilarating energy. But to also be a haven of peace, of friendship, of community and memorable new experiences.





*With a vision to connect free-thinking, free-spirited individuals from all over the globe, Design Hotels™ latest collaboration with the owners of Paradise Club, offers another dimension to experience the brand.*

## PLUG IN

The San Giorgio Project is designed for those who seek simple pleasures like waking up to views of the sea, sharing good food prepared with love and care, and feeling the euphoric energy of a crowd dancing under a starry sky. Mario and Thomas bring special treats to residents of San Giorgio. Not least of which is complimentary access to the VIP area of Paradise Club. As personal friends and part of the San Giorgio family, world-re-

nowned DJs like Armin Van Buuren, Moby and David Guetta will not only have an island home, but also become integral contributors to the Project. Impromptu chilled-house sets and spectacular White Parties will be an exclusive highlight for the temporary community. These monthly events take place in the hotel's open-air lounge, perfectly placed to soak up the last rays of sun settling into the Aegean Sea.





*In order to design this creative milieu, it seems only natural that Design Hotels™ dipped into its pool of original thinkers for the design team: former Creative Director of Design Hotels™ and now design entrepreneur Michael Schickinger, together with interior designer and stylist Annabell Kutucu.*

## A SENSE OF PLACE

What you see and feel at San Giorgio are equal measures of history, heritage, style and simplicity. The crisp splendor of the white-washed building is just as one would expect and hope to find on this Cycladic isle. Air and light are brought inside, tempered only by fabrics, colors and furnishings which tell of an exotic place or a local story and the work of fine skilled hands. Throughout, there's a deliberate spotlight on origin and

craftsmanship where a few carefully chosen accessories give the right warmth to an otherwise open space. From the charming off-kilter design chair that shows off its raw wood parts, to the traditional Greek woven-top stools, weighty cotton matelassé quilts, and even the sinuous curves of the polished cement counters, each piece is organic in form or source and together they create a harmonious whole.





*It's our natural inclination to mix things up that has led to the best cuisines, cultures and most vibrant neighborhoods. At San Giorgio, this belief invites all kinds of revelers under the same roof.*

## EVERYONE'S INVITED

The affordable luxury features a similar design aesthetic and the same high quality standard of materials across different categories and the usual amenities of private bathroom, air conditioning, mini bar, satellite TV, etc. The starting category, Basico is located at the garden or souterrain level. The next step up is the Mare double rooms with verandas or balconies facing the azure waters and shimmering beach. Spacious modern bathrooms boast a range of organic bath products

that seduce after a long day of sun and sea. The Veranda and Grande suites offer some of the most stunning views of the bay from their luxurious verandas, ranging from 10 to 25 square meters. The large lounge spaces in the rooms act as refuge when required. The largest suite is named Famosa as a nod to the famous visiting DJs San Giorgio will host. It boasts 65 square meters of indoor space and a terrace that's nearly equally large.





*Taking the gypset aesthetic poolside to the Cantina Restaurant and Bar, the design team has styled a community-centric 30-seater restaurant with long rough-hewn tables that invite up to 10 people to mingle over an authentic, home-style feast.*

## OPEN—PLAN—AND—SPIRITED

A medley of accessories and seating such as wooden benches, chairs and stools make up the eclectic setting. The food and open kitchen is also a testament to the atmosphere. Honest, fresh from the market ingredients are used to create favorite Mediterranean dishes with a twist, and served to both locals and guests. Depending on that day's fare, the regularly changing menu will include dishes like Mussels with Smoky Bacon & Cider, Aegean Kakavia (a local fish stew) or Roast Carrot and Avocado Salad with Orange and Lemon Dressing. The prices here like the rooms themselves have

been kept in check to afford a true, organic spread for all.

The bar area being the epicenter of social interaction, translates the idea here with big, colorful, sink-in cushions and exotic lanterns while retaining the white-washed walls and furniture that are intrinsic to the local flavor. Languid sunbeds spaced out over the generous deck create plenty of private sanctuaries as well. For the right kick-start in the mornings, breakfast foods like Greek yogurt with fruit, freshly baked breads, Mykonos sausages, cheese from the islands and homemade marmalade are served.





*Mornings at San Giorgio can be spent with Olympic-level long jumper Kofi Prah, whose special complimentary sports program aims to seriously shape things up. There's also a boot camp for those whose credo is "pain is gain" and boxing and yoga on the beach.*

## THE OLYMPIANS ARE BACK

For a simple, splash and snorkel, just steps down from the hotel is a private floating platform to spring into the Aegean waters and enjoy its abundant flora and fauna. At San Giorgio, indulgence goes hand in hand with top physical fitness. The adjacent Paradise Beach offers all kinds of activities – water-skiing, scuba diving to windsurfing and even

horse riding. Ten minutes by car from the hotel, Mykonos Town provides the perfect little cosmopolitan vibe. Wander through Little Venice, the most picturesque part of town and go shopping for curios in narrow, pebble-stoned shopping streets. Use the essential Design Hotels™ neighborhood guide to plug into the local scene.





## MY PHAT GREEK WEDDING

*Spontaneous couples, be quick! Next to the white-washed walls of the main building is a chapel, small in size and eminently large on charm.*

With its traditional rough-stone walls topped with a white bell-tower, the chapel is perfect for an intimate ceremony with the closest of friends and family.

What's more, San Giorgio can be booked in its entirety for a wedding or other special celebration. The staff will work closely with each group to create the perfect experience.



## LOCATION

Both downtown Mykonos Town and Mykonos Island National Airport are a 10 minute drive from the hotel.



## RATES

EUR 120 - 725



## ADDRESS

P.O. Box 153  
Mykonos 84600  
Greece



## RESERVATIONS

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