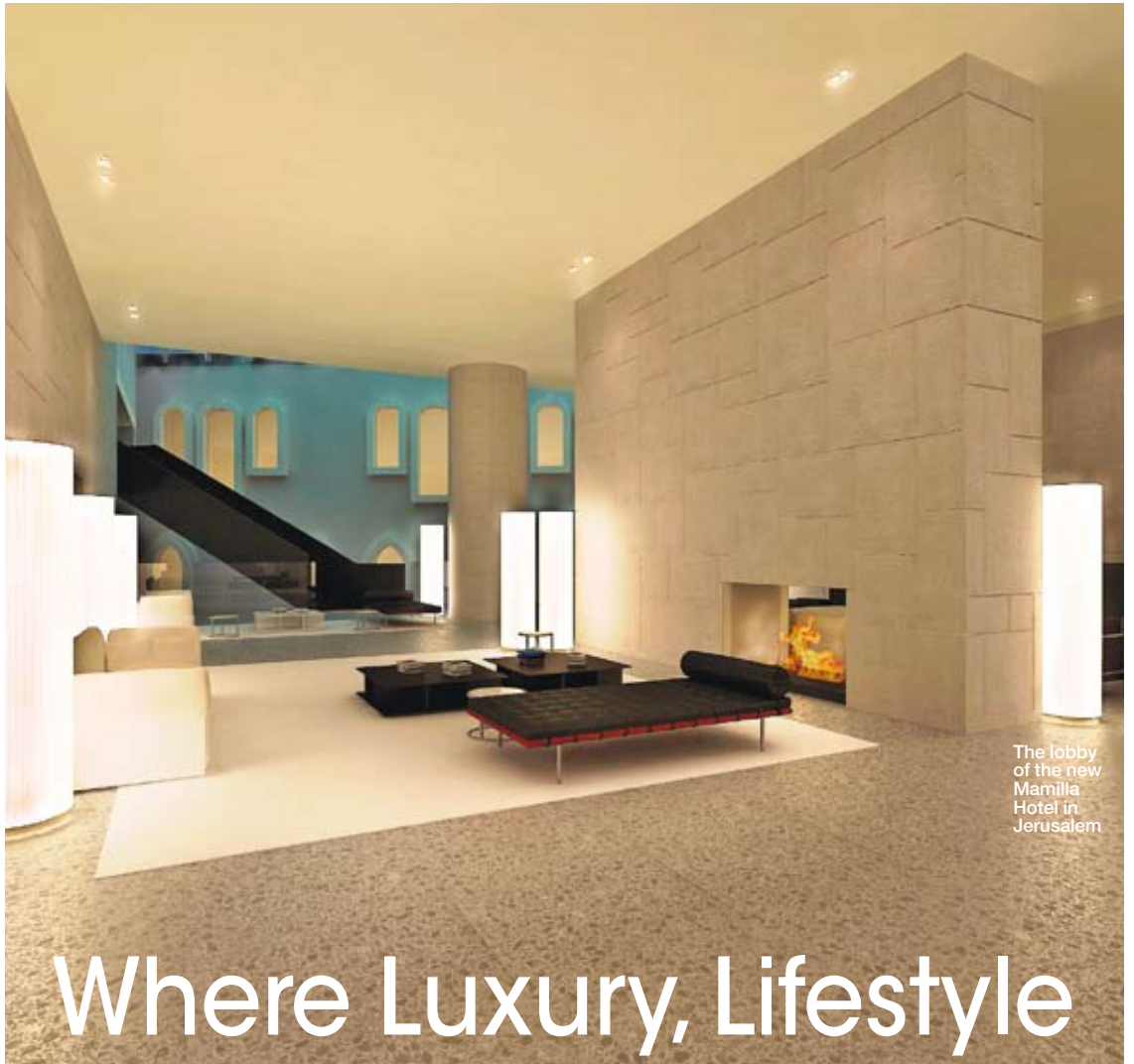


This month, a new luxury hotel opens its doors in Jerusalem. A contemporary, world-class hotel that combines an international outlook with the unique cultural heritage of this special city, the Mamilla Hotel boasts a perfect location and pampering facilities
/ Ella Lavon



The lobby of the new Mamilla Hotel in Jerusalem

Where Luxury, Lifestyle and Heritage Meet



The Mamilla Hotel, part of Alrov Luxury Hotels, juxtaposes Jerusalem's spectacular sights and enjoyments with a fresh, modern approach to hospitality that anticipates the expectations and needs of a well-travelled, discerning clientele, combining the warmth of local culture with a working knowledge of leading-edge contemporary luxury trends, products and services.

The new hotel aims to go above and beyond simple lodging, to deliver to guests and visitors alike a genuine lifestyle experience that delights and inspires through numerous aesthetic, emotional and sensory touchpoints. This is borne out through world-class architecture by Moshe Safdie, contemporary interior design by Piero

Lissoni, multiple restaurants and bar venues offering a range of both local and international cuisine, a terrazzo-style rooftop brasserie with uninterrupted views of the Old City, a Holistic Well-being spa and gym, various events and banqueting spaces and personalized service.

Safdie and Lissoni

The architect Moshe Safdie is known outside Israel for buildings such as the Columbus Center in New York, the Ballet Opera House in Toronto and the Shenzhen Cultural Center in China, and inside Israel for Terminal 3 at Ben Gurion airport, the new Yad VaShem Holocaust Memorial in Jerusalem and the Alrov Mamilla Avenue - a shopping and entertainment experience overlooking the Old City alongside the hotel. Safdie's appointment as project architect places the Alrov Mamilla among some of the most important and visually arresting buildings in the world. Heeding Jerusalem law which dictates that all new construction must utilize Jerusalem Stone, Safdie has created a stunning structure that emanates the characteristic shine of the stone, and in doing so has developed a true Jerusalem aesthetic that is both modern and in keeping with the very ancient walls and buildings next door.

"The Mamilla Hotel is a quintessentially urban place. It is a combination of historic buildings and contemporary architecture rising out of the network of alleys which connect the walled and the new cities of Jerusalem. It



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combines the pattern of the old with cutting edge modernity,” affirms Safdie. “It enjoys great views of the Old City and is designed to be in the center of action. The Rooftop Restaurant is bound to become one of Jerusalem’s favorite meeting places,” he continues.

The new hotel’s interior designer, Piero Lissoni, brings to the Mamilla Hotel a wealth of product and furniture design, interiors and architectural experience, all of which have firmly positioned him as a globally respected and in-demand designer. Lissoni has designed for an impressive list of brands, including Boffi, Cassina, Kartell, Alessi and Poltrona Frau, while key interior and architectural projects include the Hotel Monaco and Grand Canal, the Mitzul Garden Hotel in Tokyo, store design for Ellie Tahari and new private residences at Dellis Cay for Mandarin Oriental.

Lissoni’s signature paired-back, Italian minimalist aesthetic - a debut for a Jerusalem hotel - is magnificently contextualized and framed by the historic Jerusalem architecture and through unique emboldening touches, producing an extraordinary result when housed in Safdie’s modern classic edifice. Lissoni’s design plays with light throughout the hotel. Inspired by the strong Jerusalem sun, dark colors of the public areas are broken up by the outside light. Intimacy and simple sophistication are key, with the manipulation of light designed to create unique experiences. A purposefully heterogeneous approach to furnishing sees modern alongside antique and Chinese pieces next to Italian, producing a rich and detailed aesthetic that is at the same time quiet and clean, toned down with simple finishes and the pervasive, uplifting Jerusalem light.

Luxury accommodations

The Mamilla Hotel has 194 guest rooms, including well-appointed Studios, spacious Executive Rooms, Mamilla Suites with separate living space, Residence Suites featuring oversized bedroom and living spaces and the Presidential Suite with bedroom, living room, dining/study area and kitchen. All rooms feature dark wooden floors, bedside walls of exposed large Jerusalem Stone blocks, large metal headboards, bespoke furniture and sleek and luxuriously simple Piero Lissoni bathrooms with deep, cascading rectangular bathtubs - all featuring liquid-crystal bathroom walls that frost over,

creating combined or segmented spaces at the touch of a button.

Key to the hotel’s vision is to create restaurant and bar areas that will not just appeal to hotel guests but will become destinations in their own right for local Jerusalemites and other visitors, imbuing the hotel with a wider role in Jerusalem culture and entertainment. Guests, visitors and locals are able to enjoy fine coffee, teas and cakes from the Espresso Bar located in the elegant Lobby. In addition to the main hotel dining room, which serves Israeli breakfasts daily, and the Lobby Café, serving all-day dairy specialties in an indoor/outdoor annex to the main Lobby, the hotel offers the Rooftop Restaurant - an outdoor brasserie with a spectacular view, serving Italian-style salads, meat and fish.

For drinks, the Mirror Bar provides an internationally inspired list of beverages, as well as a resident DJ, local live jazz and a separate Cigar Lounge. For wine lovers, the Winery offers one of the largest selections of Israeli kosher wines in the country. Chef Roi Antebi heads up the hotel’s food and beverage outlets, having come from celebrated Tel Aviv restaurant Catit.

Creating a place where mind, body and soul harmonize, guests can release everyday tensions and rediscover the essence of life at the 1,000 square meter Holistic Well-being Center. This separate gym, spa and wellness space is split into different areas: ‘Earth’ is a lounge and bar providing organic and nourishing raw and cooked dishes and drinks; ‘Water’ is the main spa, featuring sound, music and aroma therapies, exclusive Watsu pool hydro-treatments, special *hammam* treatments and signature therapies; ‘Fire’ is the gym, fitted with the most up-to-date equipment plus a spacious aerobics, spinning and Pilates room and a private training room for optional personal training sessions; and ‘Air’ is a calming, peaceful space for yoga, tai-chi, meditation and other group or one-on-one classes.

In addition to these public spaces, the hotel offers extensive meeting and events capabilities with its 430 sq. m. Ballroom for up to 300 people and flexible meeting rooms which can accommodate a maximum of 190 people. There is no doubt that the new Mamilla Hotel sets new standards for luxurious and beautiful accommodations and it will surely attract numerous guests from both near and far. *