

L'Avenida Hotel Opens in Sóller, Mallorca

Following eight months of meticulous work and restoration, the eagerly awaited boutique hotel L'Avenida will be welcoming its first guests in March. Having completed its transformation from private mansion to exclusive townhouse hotel, the eight bedroomed L'Avenida, which is located in the heart of the picturesque town of Sóller on Mallorca's dramatic west coast, is set to become the coolest hotel in the area.

The hotel is housed within one of the finest examples of a "Modernist" style building in Mallorca and it's interiors have been created by the hotel's owner Paul Slijper, who has remained true to the principles of Modernism which characterises a "dynamic mix of old and new"; by combining retro modern styling and design details, whilst retaining the historic integrity of the hotel's heritage.

The mansion was originally designed and built in 1903 by the famous Spanish architect Joan Rubio i Bellver, who worked with Antonio Gaudi as a pupil and colleague. In particular working with Gaudi on the Sagrada Familia and the Parc Guell in Barcelona; and closer to Sóller, on the alterations to Palma Cathedral between 1904-14. Rubio is considered to be one of the most important exponents of Gaudi's architectural principles of design and a leader in the movement that became known as Gaudinismo or Modernism.

Many of Rubio's original features have been retained within the building and on entering the "entrada" area guests will immediately see examples of the original frescoes and plasterwork on the ceiling, which a special team have carefully restored, along with the magnificent marble floors and staircase that spirals up through the building. This flamboyant plasterwork also extends to the lounge and public areas, as well as the bedrooms on the first floor, where intricate carved cherubs and even the profile of the original owner's wife, can be seen in profile on one of the ceilings.

The eight contemporary bedrooms comprise four doubles and four suites and are located on the three floors of the building. Each one has been individually designed to reflect the original design details of the room and painted in a neutral palette with one striking feature wall. Therefore those rooms on the ground and first floor complement the moulded ceilings with sumptuous wallpaper from Cole & Sons. Whilst on the second floor the bare wooden beams have influenced the choice of natural earth tones and offer the greatest views of the surrounding Tramuntana Mountains. In all the bedrooms striking dark brown wenge "coloured" wooden floors complement the neutral tones along with rich leather console tables and black leather beds in most of the rooms, with four poster beds in two of the suites. All bedrooms feature flat screen TVs, DVD players (with a library of films to be available) and internet access, as well as a SKYPE facility for cheaper international phone calls.

Big and sumptuous bathrooms with funky Philippe Starck details provide a further key element to the interiors. Enormous double showers using cymbal-size shower heads, and contemporary roll top baths can be found in the suites with Pocolanosa ceramics and Mapini white Corian sinks. Stucco tiles around the sink complement the moulded ceilings of the bedrooms on the ground and first floor, whilst wenge coloured tiles reflect the beams in the second floor bathrooms.

Organic bathroom amenities are by Gaia, a Mallorcan company that uses only locally grown plants such as juniper and black pepper to create a delicious and soothing range of skin care products.

Whilst large windows flood every room with warm natural sunlight and are surrounded by rich Parisian silk drapes. After dark the mood is softened with a range of contemporary lamps such as the Bourgie by Ferruccio Laviani for Kartell, which is set to be a design classic, and a black chandeliers by Pachderme in Paris. Object Havoc lights using coconut husks provide a stylish yet natural element to the lounge and bistro restaurant.

The hotel's hip bistro features a 30-foot long black and white, hand painted mural of local fruit and vegetables, by Ralph Hedley a renowned Mallorcan artist. With doors leading out into the garden, the bistro has 30 covers and will be open for breakfast, lunch and dinner. A delicious modern Mediterranean menu includes dishes such as "Grilled Scallops with Ginger Crème Fraiche and Chilli" or "Brochette of Moroccan-spiced Chicken". Followed by "Pan Seared Red Tuna with Beetroot and Orange", "Balsamic-infused Fillet Steak" or "Slow cooked Aromatic Lamb with Apricots and Almonds". During the summer months alfresco dining in the garden is possible and the intimate "Bodega Bar" offers tasting of the hotel's impressive collection of wines. The lounge bar and terrace also provide an area for pre-dinner cocktails and smoothies or fresh coffee and homemade cakes.

In the lush tropical courtyard garden, which is planted with Bamboo, Bougainvillea and mixed evergreen topiaries, a large swimming pool shares the area with the sun-bathing deck, shady gazebo and all day bar.

L'Avenida is within five minutes walking distance of the bustling town square and 10 minutes by tram from the quaint fishing harbour of Port Sóller and it's beach. The capital city, Palma, is just 20 minutes drive away.

A full range of activities can be organised by concierge including local yacht charter with beach picnic, hiking in the surrounding Tramuntana Mountains, private tennis lessons with a fully qualified coach, golf at nearby Son Termens 18 hole golf course, guided vineyard and local market tours. For a more relaxed option a range of aromatherapy treatments can be taken in guest bedrooms and yoga can be arranged at a nearby retreat of Puerto Sóller.

From the beginning of March to 30th April and 1st October to 15th November rooms start from 160 € (£108) per room, per night for a standard room, rising to 280 € (£188) for a deluxe suite, excluding Easter when high season rate applies. From 1 May - 30 September rooms costs from 170 € (£120) per room, per night for a standard room, rising to 310 € (£220) for a deluxe suite. Between 1st May-30th September a two night minimum stay is required. All prices include breakfast and 7% service tax. Rooms will be discounted by 10% for single occupancy. To retain the peaceful ambiance of the hotel, children under 14 are not accepted unless the whole hotel is taken over for exclusive use for a minimum of 7 nights. The entire hotel may also be rented for special celebrations and parties.

For reservations call 0034 699 235 239 or visit the website www.avenida-hotel.com

ENDS

For further press information please contact Anthea Yabsley at IDEal Public Relations on 020 8578 6777 or email anthea.yabsley@ideal-pr.co.uk