

THE MAGAZINE

A STYLE TO REMEMBER



No.14

THE MAGAZINE TARGETS INTERNATIONAL READERS WHO ARE INTENT ON FULFILLING THEIR DREAMS.







Boston's Tremont House, the world's first five-star 'luxury hotel', opened its doors in 1829. Since then, however, a shadow of doubt has been cast upon these much-lauded stars, as five stars on the outside do not always mean five stars on the inside.

Although the rating is based on quality and service, assessments are rather unreliable. As there is no standard international classification system, not all officially awarded hotel stars are

equal. For example, authorities, legislative bodies or professional associations are responsible for rating hotels in Europe. Many countries do not have a category system.

To see how casually stars are treated, look no further than Turkey. When the government decided that only four-star hotels could house casinos, there were suddenly so many of these hotels that casinos have once again been banned. The first system based on a set of official criteria and supported by hoteliers themselves was established in Switzerland in 1979.

The seven-star rating is completely pointless. Dubai's Burj Al Arab Hotel, the first hotel in this category, claims that this rating was fabricated by a journalist and advertises its seven stars as little as the Emirates Palace hotel in Abu Dhabi. In contrast, the Seven Stars Galleria in Milan changed its name from Town House and promotes its self-appointed seven stars on its website.

Star awards aside, another traditionally predominant gauge for quality standards is membership with The Leading Hotels of the World (LHW) consortium, the world's largest luxury hotel collection. This marketing organisation, founded in 1928, launched

an extensive inspection system in 1971 to evaluate potential and existing member hotels by a set of strict standards. Members need to fulfill the criteria and are graded against a detailed point system to ensure that they meet the benchmark for the luxury hospitality industry. GHM hotels are members of this esteemed organisation. Together, this partnership has been evolving to continually meet guests' expectations.

A cosmopolitan figure, James Graf divides his time between Southeast Asia and Europe. Throughout his career, he has worked for renowned newspapers, magazines and TV stations, spent years working as a show business and sports promoter, and led a team to victory in the World Touring Car Championship. He has worked for universities and government supervisory agencies as an advisor. He has been friends with the President of the GHM Group for years and created the Group's 'THE MAGAZINE - A style to remember', among others.

JAMES GRAF, EDITOR-IN-CHIEF

STAR-RATING



The name of Switzerland's Piccard family is synonymous with pioneering feats. Psychiatrist Bertrand Piccard (at the right of the picture), born in Lausanne in 1958, became the first man to complete a non-stop balloon flight around the globe in 1999. In 1969, his father Jacques Piccard dived to a world-record depth of 10,916 m in his submarine *Trieste*, while in 1932, Jacques' father Auguste became the first man to ascend by balloon into the stratosphere to an altitude of 16,940 m. In 2015, Bertrand Piccard and André Borschberg will take on the challenge of flying around the world in their specially designed aircraft Solar Impulse 2, using solar power alone without a drop of fuel. Their 80-strong team has spent 12 years working on the calculations, simulations, construction and testing needed to perfect the most revolutionary aircraft the world has ever seen, ready for its round-the-globe flight. "A vision counts for nothing unless it is backed up by action. With eight world records for Solar Impulse 1, the first solar aircraft capable of flying during the night, crossing two continents and flying over the United States, we have shown that clean technologies and renewable energies can accomplish the impossible," Piccard said. "Now we need to make sure the pilot is as sustainable as his aircraft. This is why the round-the-world flight will be as much a human as a technological feat," added co-founder Borschberg. The aircraft has virtually unlimited autonomy, with a wingspan of 72 m and 17,248 silicon-based solar cells covering its surface to power its four propellers. It weighs just 2.3 tonnes, with the lithium-polymer batteries accounting for only a quarter of that weight. The batteries will allow the aircraft to stay airborne for several days, ascending to 8,500 m during the day and drifting down to 1,500 m when the sun disappears in order to save energy. The cockpit is protected by a layer of thermal insulation and is equipped with a single seat, which doubles up as a toilet and also reclines to allow the pilot to sleep. It is neither pressurised nor heated, but the aircraft is equipped with a parachute and life raft for emergencies. The round-the-world flight will take place in the spring of 2015, starting in the Persian Gulf, then crossing India, Burma, China, the Pacific, the USA, the Atlantic and Southern Europe or North Africa and back to the starting point. The budget of the project over 12 years, including cost of the flight and of the two aircraft, which require no fuel and generate no environmentally harmful emissions, is 140 million Swiss francs.

A ROUND-THE-WORLD FLIGHT USING SOLAR POWER

PICCARD SL2

Hästens is the world's oldest mattress manufacturer. For five generations, since 1852, it has doggedly followed its passion, using exclusively natural materials to hand-build the world's best beds. After fitting the first Hästens beds at The Chedi Andermatt, GHM has now recommended that all its establishments be adapted to Hästens' unique style, making it the first hotel group to treat its visitors to such an exquisite level of luxury. Rapturous guests from The Chedi Andermatt found that they sleep better there than in other hotels. Moreover, they say that the mattresses of Hästens' beds are so well balanced that their partners' movements went completely unnoticed.

The beds made by the Swedish manufacturer come with a 25-year guarantee, which is just as unheard of as the € 80,000 price tag on its flagship Vividus mattress. Each bed is made precisely to order and takes between 140 and 160 man-hours to complete. Every year up to 70 are produced, and more than 600 have already been delivered, most of them to China. The company's latest exclusively hand-crafted product, Lenoria (see photo), offers an unparalleled sleeping experience.

According to the International Sleep Products Association (ISPA), since 2000 the bed sector has boosted its turnover by just under 40% due to growth in the sleep industry's high-end luxury segment. Bearing in mind Hästens' 25-year guarantee on the bed, if people are prepared to spend 30 cents a day on their health, even the cost of its Vividus becomes reasonable. Indeed, after this period has elapsed the customer will have paid around €5 a night. So is a luxury bed worth its price after all? One thing is certain: Hästens is certainly the reason why sleep is far more highly valued today than it used to be, as well as being vital for maintaining our health and revitalising energy levels.

A THIRD OF OUR LIVES IS SPENT SLEEPING

GHM AND HÄSTENS



THE CHEDI ANDERMATT – STRAIGHT TO NO. 1

GHM has pulled off a unique achievement in Switzerland! In a sensational move, the 2014 Swiss hotel ranking has named the Singapore-based luxury hotel group's Chedi Andermatt, opened in late 2013, as Switzerland's No. 1 hotel. Garnering praise and amazement in equal measure, the revolutionary trendsetter for design and lifestyle in the global hotel industry outstripped long-established, top-end hotels with a worldwide reputation, in renowned resorts such as St. Moritz and Gstaad. On this evidence, the global GHM group, under its Swiss founder Hans R. Jenni, will prove a force to be reckoned with in Europe, primarily thanks to new projects in Switzerland.

GHM can once again thank the world's leading hotel reviewers (Condé Nast Traveller, Smart Travel Asia, TripAdvisor, International Hotel Network, Travel+Leisure, Australian Gourmet Traveller, Luxury Travel Magazine, Robb Report and Connoisseur Circle Hospitality) for helping us to end the year with almost 50 awards (see the list for the most key awards). We are not just proud of this, but see it as a testament to the excellence of our staff who have continuously helped the GHM family to grow.

THE CHEDI ANDERMATT

Condé Nast Traveller (UK) 2014: Hot List: The Best New Hotels in The World. – Condé Nast Traveler (USA) 2014: Hot List: The Best New Hotels In The World. – Robb Report 2014: BEST of the BEST 2014. – New York Times 2014: The 52 Best Places To Go in 2014. – Travel+Leisure USA 2014: It List: The Best New Hotels Around the Globe. – Connoisseur Circle Hospitality Awards 2014: Best Hospitality Newcomer.

THE CHEDI MUSCAT

Condé Nast Traveller (UK), Readers' Travel Awards 2014: Best Hotels in the Middle East, Africa & the Indian Ocean. – Smart Travel Asia's Best in Travel 2014: Top 25 Leisure Hotels & Resorts. – TripAdvisor 2014: Certificate of Excellence Award.

THE CHEDI CLUB TANAH GAJAH UBUD, BALI

Smart Travel Asia's Best in Travel 2014: Top 25 Leisure Hotel & Resorts. – TripAdvisor Travelers' Choice™ 2014: Top 25 Hotels in Indonesia. Top 25 Small Hotels in Asia. 25 Hotels for Romance in Asia. Top 25 Luxury Hotels in Asia. – Travel+Leisure USA 2014: T+L 500 The World's Best Hotels

THE LEGIAN BALI & THE CLUB AT THE LEGIAN BALI

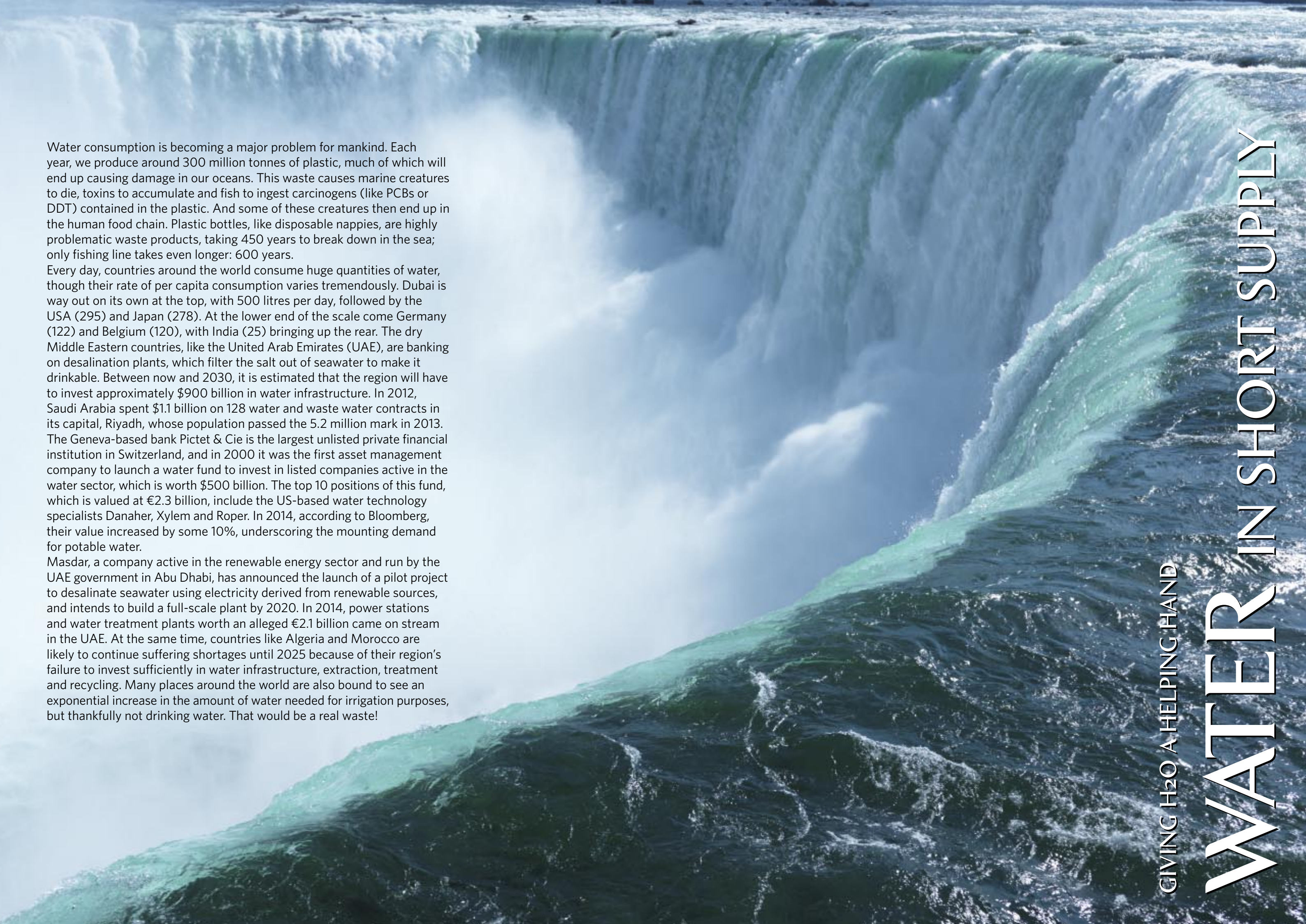
Smart Travel Asia's Best in Travel 2014: Top 25 Spa Hotels & Resorts. – TripAdvisor Traveler's Choice™ Winner 2014: Top 25 Hotels for Romance in Indonesia. No. 1, Top 25 Hotels in Indonesia. Top 25 Luxury Hotels in Indonesia. Top 25 Hotels in Asia. – International Hotel Network, Global Award Winners 2014: Luxury Hotel of the Year.

THE NAM HAI HOI AN

Condé Nast Traveler (USA) Readers' Choice Awards 2014: Top 20 Resorts in Asia. Gold List: The World's Best Hotels & Resorts. – Smart Travel Asia's Best in Travel 2014: Top 25 Spa Hotels & Resorts. – Travel +Leisure World's Best Awards 2014: Top Resorts in Asia. – TripAdvisor Travelers' Choice Choice™ Winner 2014: Certificate of Excellence Award. – Australian Gourmet Traveller 2014: Best Luxury Resorts. – Luxury Travel Magazine Gold List Awards 2014: Best Overseas Resort.

AWARDS SEASON

GHM AWARDS



Water consumption is becoming a major problem for mankind. Each year, we produce around 300 million tonnes of plastic, much of which will end up causing damage in our oceans. This waste causes marine creatures to die, toxins to accumulate and fish to ingest carcinogens (like PCBs or DDT) contained in the plastic. And some of these creatures then end up in the human food chain. Plastic bottles, like disposable nappies, are highly problematic waste products, taking 450 years to break down in the sea; only fishing line takes even longer: 600 years.

Every day, countries around the world consume huge quantities of water, though their rate of per capita consumption varies tremendously. Dubai is way out on its own at the top, with 500 litres per day, followed by the USA (295) and Japan (278). At the lower end of the scale come Germany (122) and Belgium (120), with India (25) bringing up the rear. The dry Middle Eastern countries, like the United Arab Emirates (UAE), are banking on desalination plants, which filter the salt out of seawater to make it drinkable. Between now and 2030, it is estimated that the region will have to invest approximately \$900 billion in water infrastructure. In 2012, Saudi Arabia spent \$1.1 billion on 128 water and waste water contracts in its capital, Riyadh, whose population passed the 5.2 million mark in 2013. The Geneva-based bank Pictet & Cie is the largest unlisted private financial institution in Switzerland, and in 2000 it was the first asset management company to launch a water fund to invest in listed companies active in the water sector, which is worth \$500 billion. The top 10 positions of this fund, which is valued at €2.3 billion, include the US-based water technology specialists Danaher, Xylem and Roper. In 2014, according to Bloomberg, their value increased by some 10%, underscoring the mounting demand for potable water.

Masdar, a company active in the renewable energy sector and run by the UAE government in Abu Dhabi, has announced the launch of a pilot project to desalinate seawater using electricity derived from renewable sources, and intends to build a full-scale plant by 2020. In 2014, power stations and water treatment plants worth an alleged €2.1 billion came on stream in the UAE. At the same time, countries like Algeria and Morocco are likely to continue suffering shortages until 2025 because of their region's failure to invest sufficiently in water infrastructure, extraction, treatment and recycling. Many places around the world are also bound to see an exponential increase in the amount of water needed for irrigation purposes, but thankfully not drinking water. That would be a real waste!

GIVING H₂O A HELPING HAND

WATER IN SHORT SUPPLY



The Società Anonima Officine Alfieri Maserati was founded in Bologna, Italy, on 1 December 1914. Though it has faced both highs and lows since then, this classic car manufacturer has made sports car history that has shaped and cemented the character of the car manufacturer, from Borzacchini setting the world speed record in 1926 (at a speed of 246.029 km/h) and Fangio winning the Formula 1 World Championship in the 250F model in 1957 to the unveiling of the new 440-horsepower GranTurismo S Automatic at the 2009 Geneva Motor Show. The first Maserati with a 90-degree V8 engine was the 5000 GT (manufactured from 1959 to 1966), which was also based on a racing car (the Tipo 450S) and was built for the Shah of Iran. The Quattroporte is one of the company's top models; it is still being produced today and was Maserati's very first four-door model. Although former owners include both the French manufacturer Citroën as well as Chrysler, Maserati has been wholly owned by Ferrari since 1997. The name 'Maserati' unites one of the top international automobile brands that now has dealerships in 61 countries.

To celebrate its centenary, Maserati organised a three-day trip to northern Italy. 200 cars and approximately 600 people from throughout Europe made the journey, with six Maserati cars even coming overland all the way from China. And in the midst of it all were Carlo and Alfieri Maserati, the sons of Ettore and Ernesto, watching proudly over the fruits of a 100-year era.

Photo: The Maserati A6GCS/53 in front of the palace of King Umberto, Turin

A CLASSIC TURNS 100

MASERATI



RHYTHMS OF REBIRTH, 1996, watercolour on paper, 76 x 56 cm. (Private collection, Indonesia)

GHM is an art patron to One East Asia and has sponsored important events to promote and boost the worldwide appeal of Asian art, especially art from Southeast Asia. In 2010, GHM co-organised the exhibition 'Songs of Ubud' in the Agung Rai Museum of Art, Bali, Indonesia. One year later, the company was involved in GHM Art Forum, 2011, a presentation by distinguished collectors, in Singapore. In addition, GHM sponsored several art lectures in London about the 'Romancing Indonesia', 'Contemporary Art for Southeast Asia' and 'Breaking and Reconstructing the Circle' exhibitions.



Born in Malaysia in 1958, Chang Fee Ming is considered one of Asia's leading watercolour artists. Acclaimed, exhibited and collected around the world, his works are a regular feature at Christie's, Sotheby's and Larasati and have formed the subject-matter for a number of books, such as Imprinted Thoughts – published in 2009 to accompany an exhibition at the Singapore Tyler Print Institute (STPI) – and Visage, a publication from 2010 that contains some of his work and for which he gained inspiration from being at the Louvre for the making of the film of the same name. He captures his subjects with an extraordinary blend of texture and light and variations of colour and composition, creating paintings that are permeated by pathos and beauty, and has carved out a niche for himself with his depictions of the people of Southeast Asia that showcase the diversity of life in this region. "To travel and see and paint is for me a way of learning, part of my life philosophy", says Chang (who sold a painting called Mandalay for 80,000 US dollars at Larasati Singapore in 2013), referring in A Traveller's Diary to his first solo exhibition in London in 2014 – the latest instalment of his touring exhibition which started out at the Bamboo Gallery in Ubud (Bali) in 2013.

RHYTHMS OF REBIRTH BY CHANG FEE MING

GHM ART



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Young people “envision things differently”, says young star Bastian Baker (23). Attention spans continue to shrink, and a plethora of free radio showcases with short performances mean that young people now believe that a concert only lasts for three songs. This is a very dangerous turn of events for artists. Although famous music stars may rocket up the charts, most of them fall back into obscurity just as quickly.

The relationship between record sales and live performances has visibly shifted. In 2014, musicians earned over \$25 billion in total from live performances; this amount has increased by 54% over the past three years and exceeds revenue from record sales. The more established stars profit the most from this, with the Rolling Stones, Madonna, The Police, Bon Jovi, Guns N’ Roses, Bruce Springsteen, Elton John and The Eagles still embarking on long world tours. A lot of them are still coming out of retirement, like the British band The Who, who wrote the book on being a band and have announced another final world tour for their 50th anniversary in 2015. Fans still pay a lot of

money to see artists whose popularity has never waned. Stars pocket approximately 90% of revenue from live shows. Tickets to see Madonna, doubtless the richest woman in the music industry, cost around €200 a pop! Looking beyond this craze for the ‘oldies’, how will the rock and pop music industry develop in the future to keep generating this sort of hype? Thanks to the Internet, every musician has the opportunity to share their music with the entire (online) world. However, music consumers now have access to all music. They can use digital audio formats such as MP3s to save umpteen thousand songs on a tiny device and listen to them whenever they want. Who still buys CDs and listens to them for days on end? What is one song worth in this sea of music? What is one band worth? More music is available, while the number of listeners has stayed the same. How much is left for individual artists? What will happen when the older stars, the Radioheads and Madonnas of the world, are gone and no one takes their place? Will there still be rock stars? Bastian Baker is quite right to be worried...

THE POP INDUSTRY IS CHANGING

STARS ON TOUR





"For me, The Chedi Muscat is a unique jewel in the desert. It shines through its understated luxury and of course thanks to our staff, who are really more like friends to our guests. That's the thing about this lifestyle: once you get hooked, you just want to keep on discovering new countries, new people and new hotels."

Austrian Christoph Girsch grew up in a Grüner Veltliner vineyard, and wine is his biggest hobby – whether working in the cellar and vineyards, or collecting rare vintages. He is a big fan of Oman: "With its stunning mountains and coastline, it's very different from other Arab countries. The people here are nice, so open and welcoming. And Austrians and Omanis have a lot in common, not least a sense of homeliness and sociability." There are also close ties between the two countries: the Oman Tourism College was built with Austrian assistance and there are regular training exchanges. "I'm the only Austrian working at The Chedi Muscat. Interestingly, we're seeing more and more regular guests from Austria, keen to sample a piece of this paradise. November is wonderfully dry, and from then through to March, the hotel tends to be fully booked. Winter is the best time to visit Oman." Christoph arrived in the Sultanate of Oman six years ago when he joined The Chedi Muscat. "I hope to stay in Muscat for a long time," says Christoph, who has promised his father and nieces that he will return home when he hits his early fifties. "I'm still a long way from achieving my final goal – obviously I have my eye on a General Manager position. Christoph dreams of seeing a GHM hotel in his homeland: "Either in Vienna or up in the mountains!" And who knows – with a certain Christoph Girsch as GM, perhaps?

Christoph Girsch began his career at the hotel management school in Krems/Retz (Austria), then did a few winter seasons in the Alps, including at the famous Gasthof Post Hotel in Lech. Before graduating in Hotel & Tourism Management in Vienna, he worked on luxury cruise liners for companies such as Seabourn and Regent. While at Marriott in Vienna and London, he took part in a number of task forces in the US and Europe to implement the new food & beverage standards. The adventure really started when he moved to work at a five-star hotel in Ho Chi Minh City. After two years as Fine Dining Manager and Head Sommelier, he was Assistant Director of Food & Beverage at the Grand Hyatt Dubai, before he was appointed to oversee the Food & Beverage operations at The Chedi Muscat in 2009.

EXECUTIVE ASSISTANT MANAGER, THE CHEDI MUSCAT

CHRISTOPH GIRSCH

GHM PROJECTS

- The Chedi Club Jimbaran, Bali
- Al Bait Sharjah, UAE
- The Chedi Tomakomai, Hokkaido, Japan
- The Chedi Dhapparu, Maldives
- The Aayu Mumbai, India
- The Chedi Tamouda Bay, Morocco
- The Chedi Khorfakkan, Sharjah, UAE
- The Serai Zhudong, Hsinchu, Taiwan
- The Chedi Zhudong, Hsinchu, Taiwan
- The Chedi Club Zhudong, Hsinchu, Taiwan

The Chedi Dhapparu, Maldives

GHM HOTELS

PROJECTS



One Bed Villa

THE CHEDI DHAPPARU, MALDIVES

PROJECTS



Over-water Villa

GHM estimates that its first resort in the Maldives will be ready to open in 2018. The future Chedi Dhapparu is located on a crescent-shaped atoll covering 55 hectares on the largest of the Maldives' habitable islands, Haa Alifu, in the north of the Republic of the Maldives, just 20 minutes away by speedboat from Hanimadhoo International Airport. The complex will comprise 90 hotel-managed residential villas and 40 hotel suites, of which 20 are garden villas opening directly onto the beach and 20 are over-water villas with magnificent views of the lagoon and crystal-clear turquoise water for which the Maldives are famous.

"The setting is absolutely spectacular and lends itself perfectly to our brand philosophy: that each GHM hotel should, in its own way, be a style to remember. We couldn't have asked for a better opportunity", said GHM President Hans R. Jenni.


To ensure that the area's ecosystem remains in proper balance, GHM plans to initiate a programme for maintaining ideal levels of coral in the lagoon, which is a popular haunt for dolphins and other marine species. The company is also intent on ensuring that the resort's characteristics are consistent with GHM's distinguishing features.

GHM is working with Reda Amalou of AW², the Paris-based architects responsible for the design of the award-winning Nam Hai in Hoi An, Vietnam. Twenty of the 110 m² suites – the Chedi Club Suites – will have their private pools. And all 130 units will offer direct access to the beach. "The concept will be contemporary living with an Asian touch," said Jenni. "Instead of thatched, Maldivian roofs, we will have flat roofs, and interiors with clean lines and high ceilings." The Chedi Dhapparu is the first project in the Maldives licensed to sell property titles to villa buyers. The villas will have from one to four bedrooms, the largest being 565 m² in size.

Other features of the master plan include a sea-facing, new-age spa with 10 double treatment rooms; outdoor hydro gym, including one indoors, both with state-of-the-art equipment; a health club with a tai chi terrace; a club lounge catering to hotel guests as well as a separate residences guest area; and a beach club with a dive centre and chic bar. The blueprints also include a library, cigar lounge and four food-and-beverage outlets, including a dinner-only venue serving specialties from the Maldives, India and Sri Lanka, and a Japanese restaurant that takes advantage of the resort's access to fresh seafood.

THE CHEDI DHAPPARU, MALDIVES

PROJECTS



When GHM launches The Chedi Club Jimbaran in Bali in 2015, it will not only open another sumptuous hotel, but will set a new worldwide precedent for privacy. The vast 34-villa complex, designed by the leading Indonesian, but mainly Paris-based, interior designer Jaya Ibrahim and the equally renowned Australian architect Robert Nation, (of Nation Architects), is bound to make waves, because each of the villas scattered throughout the property in an ingeniously designed horseshoe shape will come with its very own 25-metre pool, a round-the-clock personal butler service, a luxurious kitchen and a Balinese pavilion where guests can enjoy dinner or savour a barbecue. The totally exclusive new hideaway will also feature its own restaurant serving contemporary Indonesian and Asian cuisine, a cigar lounge, a spa and a health club. And the ambience being created there looks set to redefine the very concept of privacy by creating an environment conducive to true relaxation. "We are developing a totally new kind of atmosphere and holiday experience", said GHM President Hans R. Jenni. What is more, The Chedi Club Jimbaran, which is just 5.5 km and around 20 minutes away from Ngurah Rai International Airport, will be a haven from which visitors to Bali can experience the other side of the island, revelling in dependable GHM style, whilst remaining very close to the legendary beaches of Seminyak and a dizzying array of restaurants and shopping malls.

THE CHEDI CLUB JIMBARAN, BALI, INDONESIA

PROJECTS

THE LEADING HOTELS OF THE WORLD

NORTH AMERICA

United States, Canada, 1 800 223 6800 (toll free)
Puerto Rico and
U.S. Virgin Islands

CENTRAL AMERICA

Costa Rica 0 800 054 2036 (toll free)
El Salvador 800 6 534 (toll free)
Mexico 01 800 0078200 (toll free)
Mexico City (52-55) 2122 2770
Panama 011 00800 054 0365 (toll free)
Dominican Republic 1 800 751 3353 (toll free)

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Argentinian Provinces 0 800 333 4611 (toll free)
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