

# THE MAGAZINE

A STYLE TO REMEMBER



No.6

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







**H**otels have a long history: the oldest hotel still in existence, the Ryokan Hoshi in Japan, was established in 717. The word hotel, which has French roots, was first used in a hotel name in 1774 when hairdresser David Low opened the Grand Hotel in London's Covent Garden.

Since then, millions of hotels have sprung up all over the world. Most of the world's largest hotels are in Las Vegas, where the biggest of them all, the 8,000-room MGM Mirage, will open for business this year. The Hotel Einschlaf in Wolfsburg, Germany, stands in stark contrast to these mega-hotels, having only one bed. Today, travellers have a wide choice of hotels, ranging from luxury hotels to something a little bit different: space-saving capsule hotels in Japan, floating hotels on ships, motels and even 'jail hotels' (i.e. hotels set up in former prisons) in Lucerne, Stockholm and Oxford.

As hotels developed, they became an important factor in the economy, which in turn led to the creation of hotel management schools. The first of these was established in Lausanne in 1893 and – not surprisingly given Switzerland's status as a favourite tourist destination – Swiss hotel management schools now train the highest number of hotel professionals in the world. Students following these top-quality hotel management courses generally study for three to four years, including an internship, and graduate with a bachelor's degree in Hotel Management. Given GHM's constant expansion, it was certainly in the group's interest to become a partner of the first

ever ISO-certified boutique hotel management school, the Swiss College of Hospitality Management (SHML) in Lenk, which opened this year. As such, the new college will benefit from the GHM Group's extraordinarily high standard of training. In return, GHM will benefit from being able to recruit international staff from within its own ranks, allowing it to offer its guests an even better service than before.

James Graf was born in Switzerland, but is now based in Southeast Asia where he has worked as a freelance journalist for numerous prestigious magazines and TV channels. Both as an expert on gambling and as a pioneer of Swiss casinos he has been a mentor on the politico-economic analysis of lifting the ban on gambling for PhD students at the universities of Basle and Zurich, as well as at the Swiss Hotel Management School Lucerne and the International School of Tourism. At the same time, James Graf also works as a specialist publisher and, being a long-standing friend of GHM President Hans Jenni, is now producing GHM's publication: THE MAGAZINE – a style to remember.



JAMES E. GRAF, EDITOR-IN-CHIEF

# TRADITIONS





"I heard about GHM when I was in Germany, so looked into the company and it immediately became clear that this was the group for me. Luxury hotels are my passion, whereby personal contact with guests and fellow staff members are just as important as the quality of all the respective products, right down to the finest detail. GHM has a unique flair for delivering such quality to its hotel guests. The difference between a hotel and a luxury hotel long ago stopped hinging solely on their facilities or the size of their TV sets, coming to rely instead on their ability to offer their guests an unforgettable experience. Nowadays there's a tendency for everything to become faster and more impersonal. Time is becoming a luxury item. For this reason I'm proud of GHM, where giving guests our time and a personal service is our prime objective. In the hotel trade, there is nothing more satisfying and no better motivation than when departing guests shake the manager's hand and say: That was the best service I've ever encountered: 'The butler really took care of everything. So all that remained was for me to get used to the idea of doing nothing other than relaxing and enjoying myself'".

Caroline Filtzinger was born in Teheran, but is German. She studied Evangelic Theology and English at the University of Osnabrück and Iowa High School in the USA before embarking on a hotel career. In 1998, with the cooperation of the Hotel Management School Cologne-Ehrenfeld, she started an apprenticeship as Specialist in Restaurant and Hotel Management at the Excelsior Hotel Ernst in Cologne (Germany), earning her diploma from the German Chamber of Commerce and a regional government award as Best Apprentice of 2001. In 2000 she won the international Junior Hotelier 2000 Award in Europe and graduated from the Wine Seminar III with the title Young Sommelier of the Year 2000. In 2001, she bagged the top prize in a competition to find the Restaurant Specialist of the Year. In 2007, before being appointed Club Manager to the GHM Group at The Club of The Leela Goa, which GHM owned at the time, she made her own name in Europe at the Adlon Kempinski and The Regent Hotel, both of which are in Berlin. Since 2008, Caroline has been at the Carcosa Seri Negara, first as Food & Beverage Manager, then as Executive Assistant Manager and now as Manager.

MANAGER CARCOSA SERI NEGARA, KUALA LUMPUR

CAROLINE FILTZINGER



On the US hotel market, The Setai not only made an immediate impact as the tallest building in Miami South Beach, but also opened up a whole new dimension in terms of the service it provides. At no other hotel in the world are celebrities from all domains and guests so close to each other. For the members of high society, The Setai is a resounding favourite and preferred meeting place. Many stars are also domiciled there. The interior is characterised by Far Eastern elegance, with Asian touches like the use of real Shanghai brick, exquisite jade art-work and masterful bronze statues. The hotel itself is surrounded by beautiful palm trees, lush vegetation, relaxing water features, enticing arcades and a gleaming, white beach with its own Beach Club, king-sized loungers and butler service. The hotel's 125 exquisitely stylish studios and suites – which measure up to 130 m<sup>2</sup> in size – offer guests unbeatable comfort. In addition, The Setai has 4 special suites, ranging from 135 m<sup>2</sup> in size to the huge penthouse, which boasts a living space in excess of 950 m<sup>2</sup>. Fans of sport can indulge in fitness courses like yoga and tai chi in the hotel's own Fitness Centre or keep themselves in shape by diving, practising water sports or playing golf and tennis. The Spa at The Setai, with its four spa suites, is one of the most beautiful in the USA. "The Setai Indulgence", a peerless five-hour treatment package, includes meditation, yoga and various massages, peelings and baths. The photo, which was taken in the penthouse suite on the 40th floor of the towering glass edifice, shows a view of the crystal-clear ocean, which is pleasantly warm all year round, and the line of houses along Miami Beach.

PANORAMA-VIEW FROM THE PENTHOUSE-SUITE

# THE SETAI MIAMI



Kristiawan Ciputro, Indonesia

Worrakul Keawlawwa, Thailand

Mahesh Kirve, Indian

Jonathan Wright, Executive Chef,  
United Kingdom

Robert Yim, USA

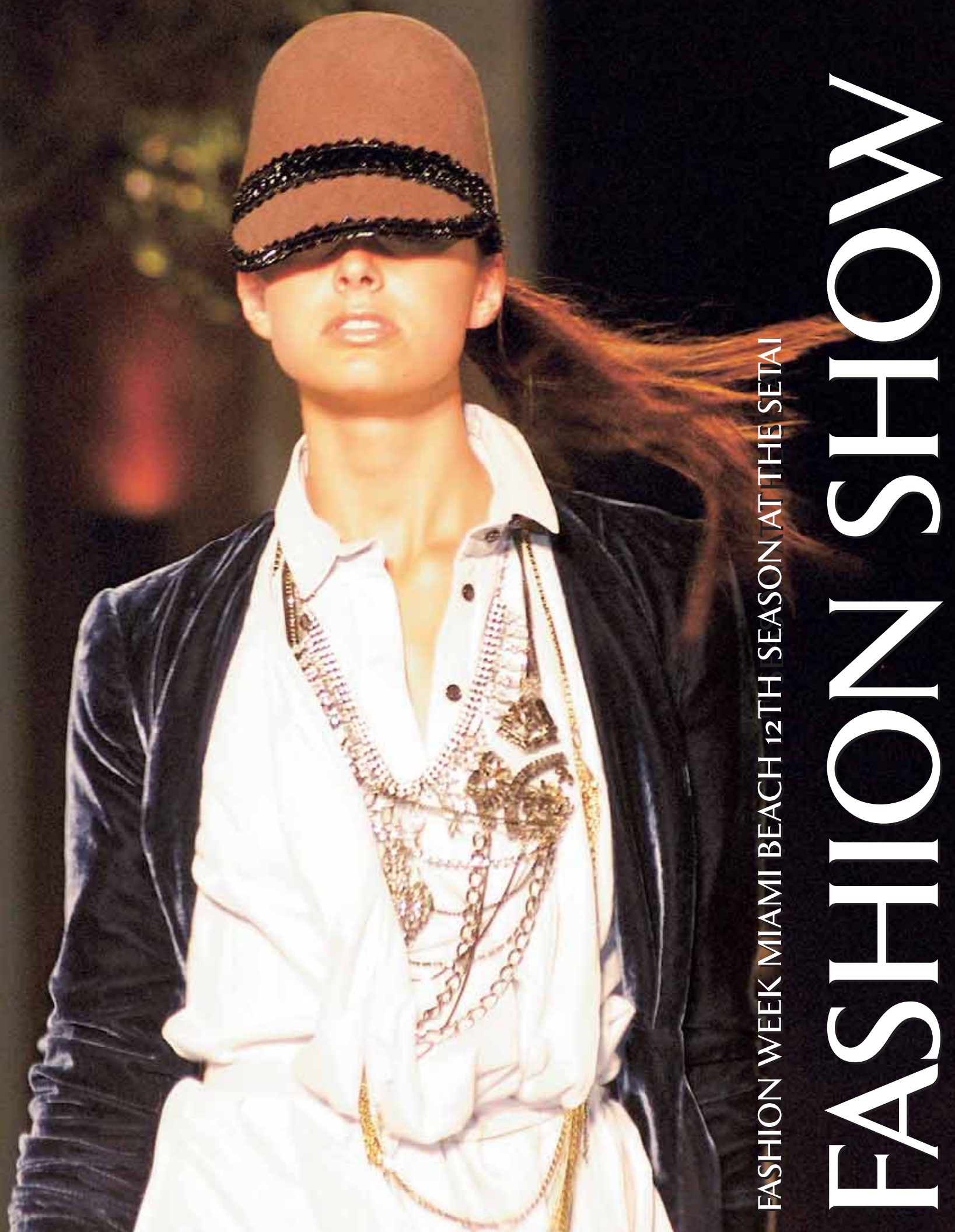
Denevin Miranda, Philippines

Arnold Kwok,  
Chef de Cuisine, Singapore

WITH SEVEN CHEFS FROM SEVEN COUNTRIES, THE SETAI MIAMI MORE  
THAN MATCHES THE EXPECTATIONS OF GHM'S INTERNATIONAL CLIENTELE

# SEVEN CHEFS





FASHION WEEK MIAMI BEACH 12TH SEASON AT THE SETAI

# FASHION SHOW





"The SHML is Switzerland's first boutique hotel school specifically designed to prepare students for entry management positions in luxury four- and five-star hotels and resorts. It is located in the beautiful alpine village of Lenk in Switzerland's Bernese Oberland and will teach the proven fundamentals of Swiss hotel management systems, which have gained a legendary reputation over the last two hundred years and are recognised as the best in the world. The college will train students in the arts and science of personal service, fine food and beverages, and teach them the efficient front-of-house operations and business management skills that luxury boutique hotels and resorts demand. What sets us apart is that we're a really personal college where the emphasis is very much on human values. We are clearly drawing a parallel with the SHML's main sponsor, GHM Hotels, which places an equally clear emphasis on the guest as an individual. For both partners, being in tune with nature and one's environment is extremely important, be it in connection with cultivation, processing or recycling. The SHML is a vision shared by three partners with a combined total of over 80 years' experience in the luxury hotel sector who are keen to pass on their accumulated knowledge to future hoteliers."

The SHML will be run by three Swiss directors: Robert M. Arnold and the brothers Urs and Peter Eberhardt, all three of whom graduated from the Ecole hôtelière de Lausanne (EHL). The trio have worked in hotels with seriously impressive reputations all over the world. For many years Urs Eberhardt worked in top Asian hotels in Indonesia, Thailand, Singapore, Cambodia and Mauritius. In Switzerland he was privileged to work in hotels including the Gstaad Palace, Montreux Palace and Badrutt's Palace in St. Moritz. The SHML will teach traditional basic Swiss hospitality, utilising the latest state-of-the-art technology and incorporating modern teaching methods to prepare its students for their future roles as international hotel and business managers. The SHML ([www.shml.ch](http://www.shml.ch)) will open in September 2009 and then accept a fresh intake of trainees every spring and autumn. It will offer four-year courses and has been accredited by the University of Gloucestershire in Cheltenham (UK).

DIRECTOR OF THE SWISS COLLEGE OF HOSPITALITY MANAGEMENT (SHML)

URS EBERHARDT



Nitesh Pandey, Food & Beverage Manager

"Having worked for GHM for over five years now, it gives me immense pleasure to provide the highest level of luxury and quality of service to which GHM guests have grown accustomed. Every member of staff is empowered to do what they feel is required to achieve that 'wow factor' for our guests."

Ateeb Shrestha, Front Office Manager

"For me, GHM is like a family, since I have been educated, supervised and guided by it. My main goal now is to make guests loyal to GHM hotels so that they always feel at home no matter which one they stay in."

Durate Correia, Villa Manager

"Life is not measured by the number of breaths we take, but by the number of moments that take our breath away. Contributing to such moments in someone's life is an honour in itself. The same degree of enchantment is evident at GHM's hotel, The Nam Hai, to whose staff I now proudly belong."

THE NAM HAI, HOI AN, VIETNAM

# STAFF MEMBERS

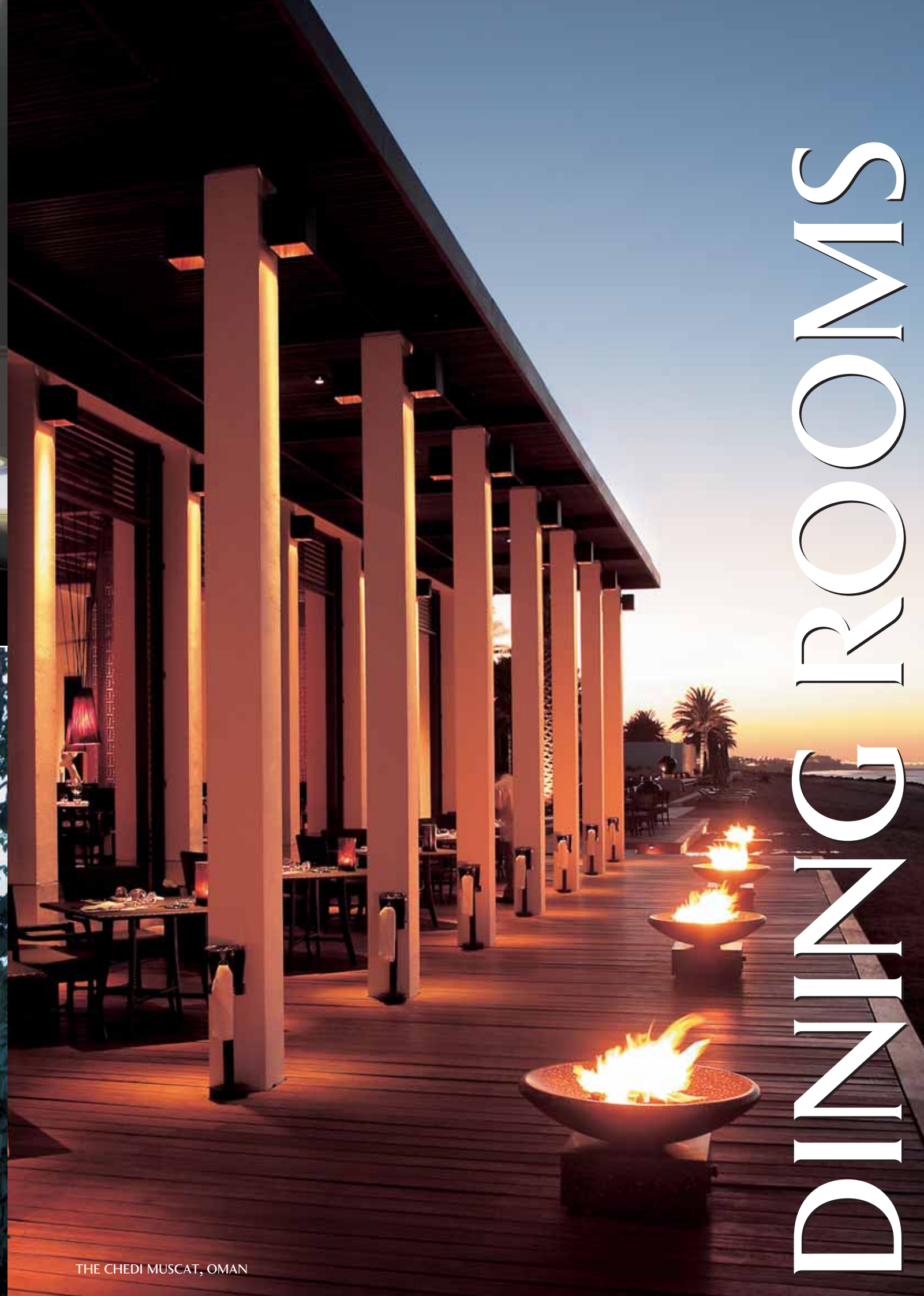




CARCOSA SERI NEGARA, KUALA LUMPUR



THE DATAI, LANGKAWI



THE CHEDI MUSCAT, OMAN

# DINING ROOMS





When I first founded AW2, my intention was to create an office driven by design, a place where sharing, learning and inventing architectural and design solutions would be daily activities. Now, 12 years later, the office is bustling with energy and people hard at work, tirelessly striving to produce great designs, from the larger scale of masterplanning right down to the finest details. Over the last few years, the company has been involved in hotel and resort design, mainly for GHM, where Hans Jenni trusted our ability to create something beautiful and unique at the Nam Hai, our first resort project. Since then, AW2 has moved on to new projects for GHM and other customers.

In my experience, hotels constitute an optimal testing ground for architecture, because they spotlight the importance of scale, need to serve and interrelate multiple functions, and require the greatest possible attention to detail. This changes the design process, blurring the usual distinction between outside and inside. The truly fascinating thing is that ultimately a hotel is not about design or architecture as such: it is about customers' perceptions and experience. Whatever guests' background, they will most clearly recall 'moments they spent' at such-and-such a place. Accordingly, we set out to take this on board in our hotel work. At the Nam Hai, we achieved it through attention to scale and by perfectly blending the architecture, landscape and interiors. The vistas and prospects there foster a meditative, peaceful experience, and the pure, simple lines of the architecture maximise guests' enjoyment of the 'place'. For us, this is what successful design is all about.

Reda Amalou qualified as an architect at East London University in 1989 and founded AW2, which he manages with his partner, Stephanie Ledoux. The company has now grown, having 45 staff in two offices: one in Paris and the other in Ho Chi Minh City. The projects handled by AW2 vary considerably, ranging from high-end hotels to office buildings, masterplanning and housing, though they are always design-driven. Over the last few years, AW2 has been involved in designing top, luxury resorts, the first completed project being GHM's Nam Hai Resort in Hoi An, Vietnam, which has garnered international acclaim and won numerous prizes in the two years since it opened.

OFFICE & HOTEL DESIGNER

REDA AMALOU





In the 1977 James Bond film *The Spy Who Loved Me*, Roger Moore famously drove his car underwater, though the scene in question was actually shot in the studio. Now the visionary Swiss car designer Frank M. Rinderknecht has realised the dream of making a truly underwater car. The Rinspeed sQuba can drive through water at depths up to 10 meters, reaching speeds of 6 km/h in the water, 3 km/h underwater and 120 km/h on the road. The dream amphibian vehicle is kitted out with three electric motors, one to power it on land and two driving the propellers to move it underwater. Owners of a sQuba will steal the show on the beach, driving into the water where the car floats until the door is opened a crack to let the water in. The passengers' air supply is provided by a built-in compressed-air system like the one divers use. "For safety reasons we built the car as an open-topped vehicle, so that its occupants can easily get out quickly in an emergency. Rinderknecht explained. However, safety isn't the only reason for the vehicle's open design. With a closed interior measuring just two cubic meters, the vehicle would have had to weigh an additional 2 tonnes, to counteract what would otherwise be its natural buoyancy. This way the sQuba floats to the surface when no passengers are on board. Even on land its sophisticated laser sensor technology enables it to find its own way without any assistance from the driver or front-seat passenger.

AMAZING AMPHIBIANS: THE RINSPEED SQUBA, AN UNDERWATER CAR!

# UNDERWATER CAR

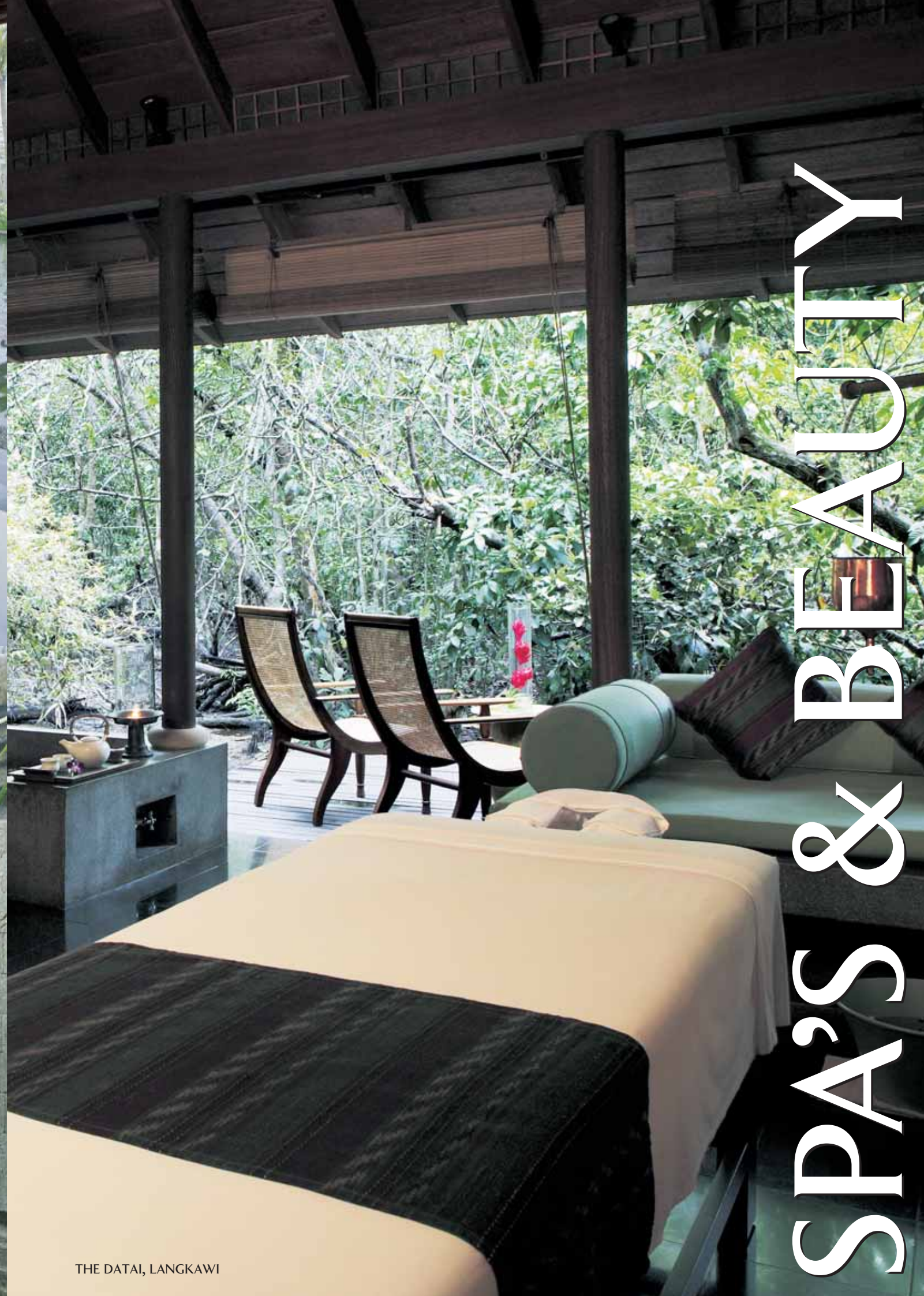




THE NAM HAI, HOI-AN



THE CHEDI CLUB AT TANAH GAJAH, UBUD



THE DATAI, LANGKAWI

# SPAS & BEAUTY





"Just when our constant travels around the globe were becoming too much for us, we chanced upon THE DATAI. Was it chance or fate? Opening a hotel guide, we immediately found our paradise, where we spent over 250 nights during a total of 12 trips. There simply is no more beautiful haven of peace and quiet. THE DATAI is the perfect refuge from hectic daily life, offering total rest and utter relaxation in a unique atmosphere. And all this in a fabulous setting, boasting pristine nature and the world's cleanest sea, both of which are home to a truly remarkable range of wildlife. Staff at THE DATAI don't only pamper their guests by fulfilling their every wish, but also make them feel like members of an extended family. We've been so impressed that whenever we checked out, we almost felt like asking them to look after our paradise until we could return! Since so many guests return to THE DATAI at the same time every year to spend their holidays in this amazing rain-forest resort, some have built up friendships that go back many years. Also, my wife gave me a camera for my 70th birthday and it was by being tempted to use it so much here that I discovered a new hobby. Moreover, almost every day we spend here my wife - a former florist - discovers extraordinarily beautiful plants and flowers that are new to her. Although we usually stay for a few weeks, we don't find the resort remotely boring. Not for a second! Every day brings something new, so it never even occurs to us to switch on the TV".

Steven Hanbury owns Baird & Co, a leading British gold trading company. Together with his wife Veronica he lives on the secluded island of Alderney, one of the Channel Islands.

VERONICA & STEVEN HANBURY, ALDERNEY, UK

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GHM HOTELS

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