



Asia Hotel Design Awards 2016 Announces its Winners

(Singapore - 10th March 2016) The Asia Hotel Design Awards, which celebrate exceptional hotel design and architecture, honouring the work of industry-leading architects, designers and hotel operators in Asia, has just revealed its roll call of winners.

Phum Baitang, our Cambodian property, is thrilled to announce success in winning four of the prestigious awards:

Architecture of the year – Resort

Phum Baitang was considered as reflecting a superb example of indigenous architecture being adapted to offer an authentic, yet luxurious experience for its guests.

The architects were very mindful to produce something that held true. They avoided creating anything that was only a copy of the 'local style'. Phum Baitang means 'green village' in Khmer and the architecture and site management takes this into account. The accommodation clusters are organized in a similar manner to a local village, but also to orientate views and privacy. Other elements are the two-slope roofs and stilt construction, raised above the ground level. The outdoor living concept is also strongly developed to enhance the guest experience but is taken directly from the outdoor balconies and spaces that are found in traditional houses.

The owners brief for an under-stated, luxury property was certainly achieved. The resort beckons guests to unwind and completely recharge after a long day exploring the famous temples of the UNESCO heritage site of Angkor. Phum Baitang is definitely simplistic, demonstrating a commitment for doing something different, extremely well and with a keen focus on attention to detail. True emotion through architecture!



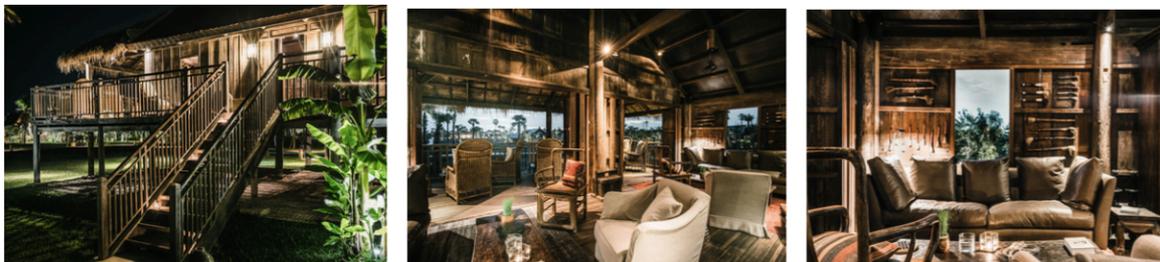


Interior design – bar

The transformation of a 100 year old farmhouse was, the judges felt, an intimate and authentic tribute to Cambodia's colonial history. The design concept was rigorously executed to create a wonderful sense of place.

The bar creates its own personality, exemplified by the character of the building, in itself an artifact from Cambodia of the past. The detail of the interior is a true testament to the talent and attention to detail of the designer, in bringing the owner's dream and vision to reality. This structure takes pride and place within the confines of the resort and is situated to capture spectacular sunsets over surrounding rice paddies.

The interior is adorned with antique furnishings, there is soothing music and a definite mix of authenticity combined with a more colonial vibe. One can live a moment while delighting in the pleasure of sipping a location-inspired cocktail in this cozy, intimate space. It is a place in which to spend special moments, remember life events and celebrate with family and friends. The perfect end to the perfect day!



Interior design – spa & wellness

The judges thought that the seamless integration of an ancient temple within the wider architectural and interior context of the resort was illuminating. This is the only area of Phum Baitang where temple architecture and design was used.

The reception building is stone faced, with subtle and delicate carvings. The windows bear no glass but are adorned with spindle columns. The tall ceilings of the reception are clad in hand carved timber panels. This 'glimpse' of temple elements is again kept to a single moment as guests walk through the building and enter into the spa garden, with



its treatment pavilions nestled into the landscape.

A unique spa interior was fashioned by mixing artisan antiques with the dappled, light-filled reception space. The Spa Temple creates an atmosphere that extols the designer's vision of simplicity, with the absence of pretention, whilst still displaying elegance in form and design. It is a glimpse into the remnant of a bygone era, yet modern in function and process. Individual antiques were sourced from within Cambodia and throughout Asia and these, as well as Khmer artifacts, adorn all of the treatment pavilions and public spaces.



The Asia Hotel Design of the Year

As the judges remarked: "There is an inevitability about Phum Baitang that makes it utterly at one with its surroundings"

They highlighted:

- Its beautiful combination of simplicity and richness
- Its wonderfully detailed indigenous architecture
- The sophisticated, handcrafted and elegant interior design of its spaces



Deservedly acknowledged as a worthy recipient of the major award from AHDA in 2016.



AHDA2016
ASIA HOTEL DESIGN AWARDS
— WINNER —

Arnaud Zannier – Founder – Zannier Hotels:

“I personally see this award not just as recognition of innovative architecture and vanguard interior design but for the recognition that Zannier Hotels are conceptualizing a challenging new approach and philosophy to the luxury hospitality market. Generating guest emotion through original architecture, cultural atmosphere and simplistic luxury”

Geraldine Dohogne - Head of Concept & Interior Design – Zannier Hotels:

“It’s all about creating atmospheres for guests to remember individual moments where they feel attuned to their surroundings by using the heritage of the country. We are delighted to be recognized for this new approach in the industry”.

Members of the judging panel for the AHDA 2016 included industry leaders such as:

Bill Bensley, Bensley Design Studios;	Marc Dardenne, Patina Hotels & Resorts;
Jean-Luc Fourrier, JLF Associates;	Andre Fu, AFSO;
Michael Goodman, EDG Design;	Carsten Lima, Design Hotels;
Guy Heywood, Alila Hotels & Resorts;	Brian Lum, Hyatt Hotels Corporation;
Zee Kastanek, Proof & Company;	Jennyfer Lacroix, Corporate Director, Design;
Julia Monk, HOK;	Loh Lik Peng, Unlisted Collection;
Rajiv Puri, Minor Hotel Group;	John Shamon, Starwood Hotels & Resorts;
Matt Turner, Sleeper;	Brian Williams, Swire Hotels;
Paul Matthew White, Jumeirah;	
Anne Geiermann, The Hong Kong & Shanghai Hotels;	
Christine McGinnis, WATG/Wimberly Interiors;	
and, Chair of the Judges Khirstie Myles, IHG	

Phum Baitang

Is comprised of 45 private villas designed to resemble Cambodian houses that are set amongst swaying plantations of verdant lemon-grass. There are two locally-inspired first class restaurants that proffer delicious meal choices that go far beyond the norm for what is considered typical Khmer cuisine. Bay Phsar, “Rice Market” and Hang Bay, “Rice Shop” both serve delicious meals using fresh organic herbs and vegetables from the resort’s own gardens. At the cigar & cocktail lounge one can delight in the pleasure of sipping a location- inspired cocktail while watching the sun slowly set behind the property’s magnificent 50m infinity pool.