

HOTELS

www.hotelsmag.com

THE ART OF UPSELLING

THE PIPELINE: CHINA, INDIA

BUBBLING BAR BUSINESS



THE
VINES
TAKES ROOT IN
ARGENTINA



GROWN FROM THE LAND

The Vines Resort & Spa is inspired by stunning Argentine mountains and vineyards.

by ANN BAGEL STORCK, MANAGING EDITOR

THE VINES RESORT & SPA

**OPENING
DATE:**
March 1,
2014

GUESTROOMS: 22 one- and two bedroom villas ranging from 1,000 sq ft to 2,700 sq ft (93 sq m to 251 sq m)

LOCATION: Mendoza, Argentina, at the base of the Andes Mountains and in the heart of the Uco Valley, the country's premier winemaking region

INTERIM GENERAL MANAGER:
Massimo Ianni

OWNERS: Michael Evans and Pablo Gimenez Riili

LEAD ARCHITECT AND INTERIOR DESIGNER: Bórmida & Yanzón Architects, Mendoza, Argentina

DESIGN AESTHETIC:
Celebrating the natural beauty of the resort's surroundings by bringing the outdoors indoors as much as possible

NOTABLE AMENITIES:
Signature restaurant Siete Fuegos, headed by Chef Francis Mallmann and focused on Argentina's

famous beef and open-flame cooking techniques; 1,076-sq-ft (100-sq-m) infinity pool with private cabanas; elevated fitness center overlooking the vineyards (expected to open this spring); 15,000-sq-ft (1,394-sq-m) spa (scheduled to open this summer) featuring vinotherapy products made from The Vines' own grapes

DESIGN: THE VINES RESORT & SPA



The Vines' 22 villas incorporate outdoor living spaces to take full advantage of the nearby mountains and vineyards.

Surrounded by the Andes Mountains in the heart of the Uco Valley, Argentina's premier winemaking region, The Vines Resort & Spa fittingly focuses on the natural beauty of the region and all it has to offer in its design. The 22-villa new-build resort grew from the success of The Vines of Mendoza, which since 2005 has sold private vineyards to more than 100 owners from around the world and today encompasses some 1,500 acres (607 hectares).

"We didn't want the hotel to overpower or conflict with the beauty of the surrounding landscape — we wanted it to become a part of it," explains Michael Evans, co-founder of The Vines of Mendoza and The Vines Resort & Spa. "We wanted to use the nature from the property and methods as sustainable as possible to preserve and amplify the beauty of this land."

"We've drawn from some of the essential elements of the Andean countryside — gravel, stone, breeze and sunlight — and made them 'protagonistas' of the architecture," notes Eliana Bórmida, co-head of Bórmida & Yanzón Architects, Mendoza, which led the project's design. "We wanted to respect and celebrate our surroundings, bringing the outdoors indoors as much as possible by filtering light, creating shade and using shadow as a tangible material."

Villas, which range from 1,000 sq ft to

2,700 sq ft (93 sq m to 251 sq m), offer both indoor and outdoor living spaces with expansive views of the mountains and vineyards. Design features aim to highlight local history and culture as well; guestroom details such as blankets, cushions and rugs are woven from llama hair and made by local artisans, while the 15,000-sq-ft (1,394-sq-m) spa — scheduled to open this summer — will have a quincho construction and utilize vinotherapy products made from The Vines' own grapes.

"The smallest of details are very important," Bórmida says. "Within this property, we are working with huge open spaces and dramatic landscapes, and our challenge is to create a cozy, intimate and natural refuge within that expansive beauty."

The resort's main target is leisure business, Evans says, with average rate starting at US\$510 during the low season (January and May through September) and US\$850 during the high season (February through April and October through December). He notes that the pre-opening period attracted a good number of guests, and at press time the hotel was on track for greater than 30% occupancy in March.

"We're excited about the amount of interest in the hotel," Evans adds. "If our bookings for this first season are any indication of the future, it's going to be a great success."

The main lodge is the heart of the resort, including its dining options and soon-to-open spa.





Bathrooms are appointed with wood and stone, inspired by the natural palette of the Uco Valley.



Bedrooms include design details that aim to highlight Andean culture, such as blankets, cushions and rugs woven from llama hair and made by local artisans.



Villas offer three distinct floor plans, with some featuring a fireplace and eating area.

DESIGN: THE VINES RESORT & SPA

Signature restaurant Siete Fuegos includes a 25-ft (7.6-m) sustainably sourced wooden table near an outdoor wood-fired grill.



The 1,076-sq-ft (100-sq-m) infinity pool features private cabanas in addition to spectacular views.



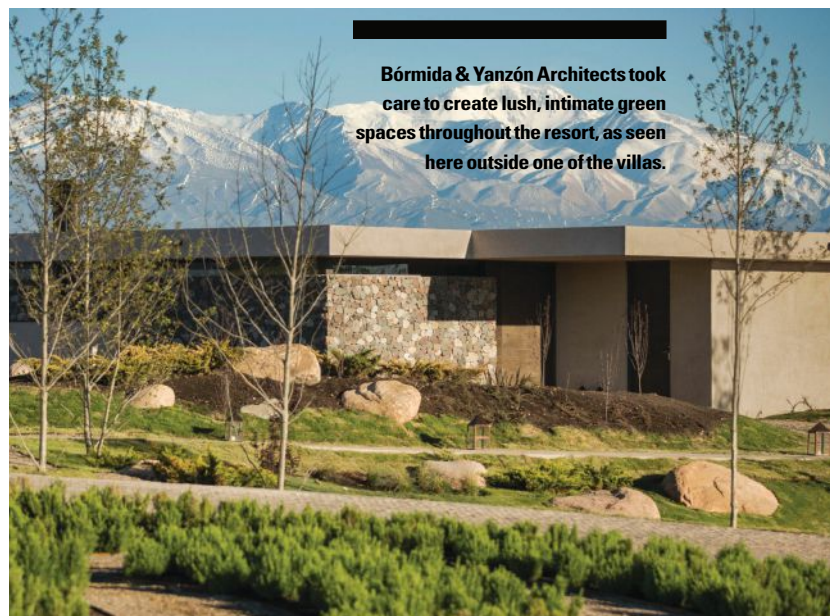
DESIGN: THE VINES RESORT & SPA



The wine cellar showcases floor-to-ceiling and wall-to-wall bottles as well as a handmade table by local artist Miguel Gandolfo.



The resort is surrounded by The Vines of Mendoza's 1,500 acres (607 hectares) of private vineyards, which offer guests a chance to have their own winemaking experiences.



Bórmida & Yanzón Architects took care to create lush, intimate green spaces throughout the resort, as seen here outside one of the villas.