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## Artisan renaissance generated by Palazzo Versace Dubai's new palace

Palazzo Versace to commission talented craftsmen to ensure its culture village-based development delivers attention to detail typical of the Versace brand.



Palazzo Versace, one of the world's first fashion-branded residences and resort chains, is overlooking the waters of Dubai Creek, and delivers the ultimate, luxurious lifestyle through the grandeur of its interiors.

The luxurious collection of 169 private residences and 217 hotel suites will be housed within a classic palace that incorporates finer detailing associated with Middle Eastern architecture throughout exterior cornices, friezes, pillars and capitals.

The new Versace palace echoes the layout of world renowned stately homes with a central reception area for guests and a grand entrance graced with elegant pillars, whilst on either side of the main façade, the Ala Sinistra and Ala Destra (the left and right wings) accommodate the private residential condominiums. This echoes the layout of famous historic palaces where the residents and court would have lived in the private wings whilst guests would be entertained in the central part of the residence.

More than 100 specialists from around the world have been specifically recruited to a recently created United Arab Emirates (UAE) based workshop to produce the beautiful detailed mosaics that will grace the development's driveway or 'porte cochere', public area floors and walls, the spa, private residences' bathrooms and private swimming pools.

Almost 90% of the artisans working on Palazzo Versace Dubai will be based in the UAE, but Versace's Italian origins are underlined by the fact that all the hand-cut marble and glass tesserae - the small pieces which make up a mosaic - for the palace are being developed by an Italian master mosaic expert in Italy: skilfully combining the best of locally based workmanship with the brand's world famous Italian styling. In total, 12,000 sq m of bespoke mosaic artwork depicting the famous Versace icons will be hand laid throughout the coming 12 months by world-renowned mosaic company Fantini Mosaici.

The unique Versace mosaic designs include meanders, Medusas, Cornucopias, vases and Greco-Roman decorative borders. The result will be a unique and iconic building, showcasing

beautiful mosaics and world class craftsmanship that will provide a luxurious and exciting new destination within the world class city that is Dubai.

The Medusa, a Greek mythological creature that was stylised by Gianni Versace and that has become the symbol of the fashion house, will be replicated in the porte cochere covering an area of 1,500 sq m as well as the main entrance frieze. The porte cochere stones will be sourced from Lombardy, a Northern Italian region, and will take a team of 20 skilled workers more than two-months to complete. Nothing equivalent has ever been built in Dubai to date and it further underlines the cultural renaissance that the city is experiencing.

Before construction even started on Palazzo Versace Dubai, developer Emirates Sunland Group and Versace built an exact replica of a residence and a hotel suite to the finest detail so that the space could be effectively 'road tested' for product durability, aesthetics, quality and to ensure the compatibility of the texture finishes.

Specialists have also been flown to the Palazzo Versace Dubai site to hand-craft the wall panelling and ceiling vaults made from specially designed plaster moulds. The detailed Marquetry, made from a selection of locally sourced and imported Italian wood, will feature throughout all private condominiums illustrating elaborate patterns. In addition, skilled Italian stonemasons and sculptors have been flown to the site to create the enormous pillars and detailed capitals in the trademark Versace patterns.

Soheil Abedian, Palazzo Versace Founding Director, commented:

*"When people choose to buy designer clothes over high street brands, they do so because of the outfit's style, the way it has been cut to complement its buyer's shape, its high-quality material and the degree of craftsmanship. For Palazzo Versace, the same principles apply which is why we are investing so much time and attention to detail with the interiors and exterior of the development. This will ensure residents and hotel guests experience the ultimate luxurious lifestyle the Versace brand emulates."*

Abedian added, 'We have sourced the most experienced and renowned mosaic artists and stonemasons to create what would effectively be a modern day palace. Like the Arabian Princes who once strolled through ornately designed stately buildings and lush, exotic gardens, guests and residents can also experience a lifestyle fit for royalty.'

"The head of the team of mosaic specialists commented, 'We take the overarching building structure created by Versace architects and develop interior spaces with mosaics fashioned by our Italian-based artisans team. The Italian team develops the layout of the mosaics along with the careful selection of colours and materials, which is extremely important in this stage. The main patterns were inspired by original Ancient Greece and Roman art. The Greco-Roman designs were modified by Gianni Versace in both shapes and colours, to give them a modern, sophisticated edge and have now been adapted with a traditional Arabian flare,' he stated.

Palazzo Versace Dubai's impeccably high standards and fine detailing of the interiors are equalled by the beautiful exterior landscaping. The landscaping is designed around a series of water features, fountains, reflection pools and lagoons creating a series of visually stunning leisure and entertaining areas. All the plantings have been specially chosen for their environmental and visual appeal and have been skilfully incorporated into the Palazzo Versace border patterns in the various parts of the gardens.

Palazzo Versace Dubai is now over 50% build complete with the main and side wings and interiors taking shape, creating a new landmark on the Dubai cityscape. The £395m Palazzo Versace Dubai, encompasses a 130,000 sq/m luxury designer resort and provides private residences and hotel suites, all furnished with an exclusive line of furniture designed by Versace. The 5.5 hectare development also offers a Vanitas fine dining restaurant, a day spa, ballroom

and convention facilities and a Versace boutique. The main ballroom is rumoured to be named in honour of the chief architect responsible for the first Palazzo Versace on the Gold Coast in Australia, the late Rocco Magnoli.

Palazzo Versace Dubai provides one to six bedroom residences, including single-storey and duplex residences and a showcase penthouse, all providing views of the surrounding area and outside balconies and terraces. The residences are spacious, the largest providing 9,626 sq/ft (894 sq/m) of internal living space, with an additional 4,619 sq/ft (429/sqm) of outside balconies and terraces. All the residences have a large kitchens and luxurious master bedroom suites with walk-in closets and suite bathrooms with outside terraces and balconies.

Palazzo Versace Dubai follows the hugely successful Palazzo Versace Gold Coast which launched in 2000.

Palazzo Versace Dubai is a joint venture development by Australian developer Sunland Group and Emirates International Holdings.

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