

HOTEL DESIGNS.

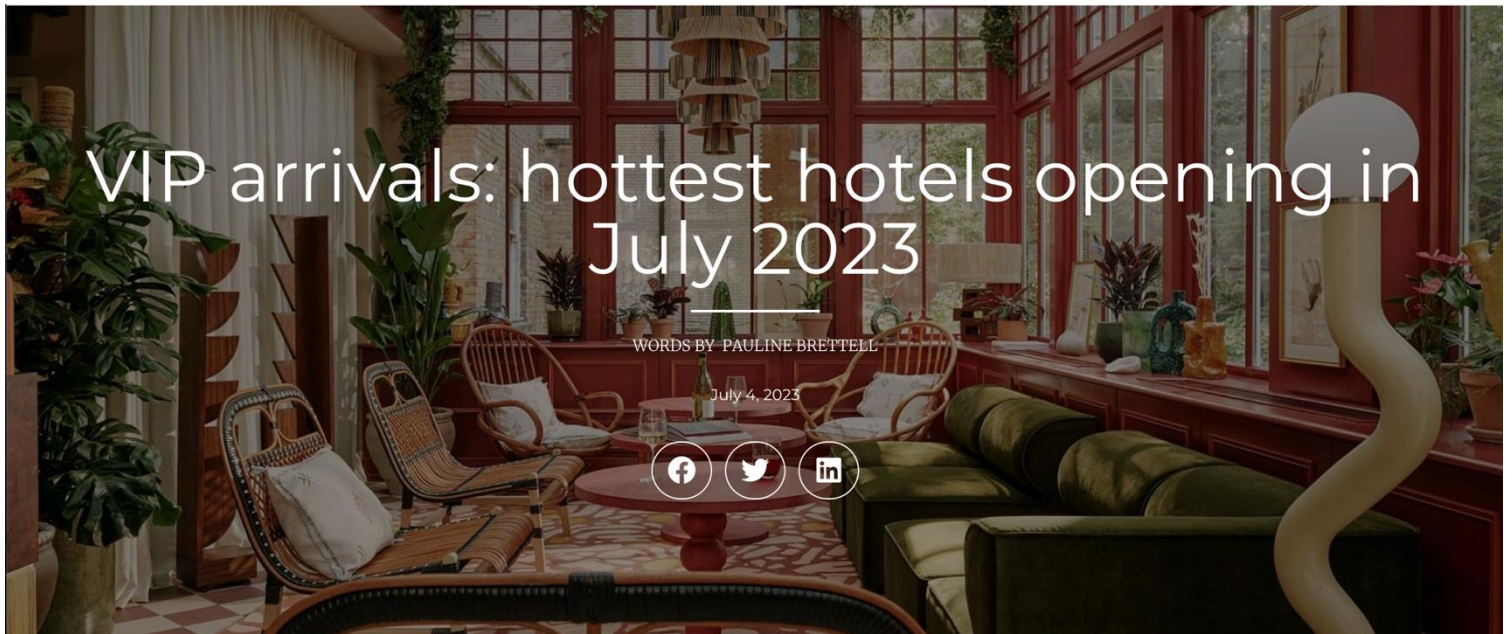
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From bijoux and boutique, to big and bold in Budapest, this month's hotel openings perfectly illustrate the shift in hotel design for more considered and personal spaces that are deeply imbedded in and reflective of, a location. From Mexico City to Margate, writer Pauline Brettell takes a look at a few of the latest hotel openings that are inviting us to sink into a sofa, retire to a roof terrace or soak up a sea view...

A far cry from the neutral zones and anonymous spaces of chain hotels from years gone by, the hotels on this month's list all seem to offer a warm and very personal embrace – from roses on the ceiling to ocean views, it is about taking on board what the location has to offer and amplifying it through design. Embracing the trend to create a sense of place, each of these new properties is doing that in wonderfully idiosyncratic ways through design and storytelling, that is about both the individual and about community.

Ember Locke

La Fiermontina Ocean



Image credit: Eric Martin

La Fiermontina Ocean is the third in the La Fiermontina portfolio, a collection that has its roots in the strong desire of the Filali siblings to reconnect with the places linked to their grandmother Antonia and uncle Enzo Fiermonte, from Puglia, their native land, to Paris and then Morocco. La Fiermontina Ocean has been designed as a boutique eco-retreat, on the wild Larache coast, in the northwest of Morocco, providing respectful hospitality and telling incredible, soul-stirring stories. Sheltering 12 Pool Suites and two Family Villas with private gardens and pool terraces with ocean views, it is located within the newly created 'Dunes of Kkmiss Sahel' Regional Natural Park.

The property includes four stone houses and a hammam for wellness treatments and argan oil massages in the nearby rural village of Dchier, which is part of an important community development project that is integral to the hotel ethos. The cultural diversity in the Filali family is reflected in the resort's interior design, with its combination of Italian taste, French restraint and Moroccan warmth.