

# ins mag

Summer 2014 / TURKEY

World jet set in  
**Bodrum**

Luxury Hotel  
**Openings**

INS

In Luxury Travel Advisor Magazine

Privileged Lifestyles by  
INS Creative Concierge

ISTANBUL / Perfect destination

for events & incentives



# World Jet Set in Bodrum



Koray Şahmali  
President  
koray@insluxurytravel.com

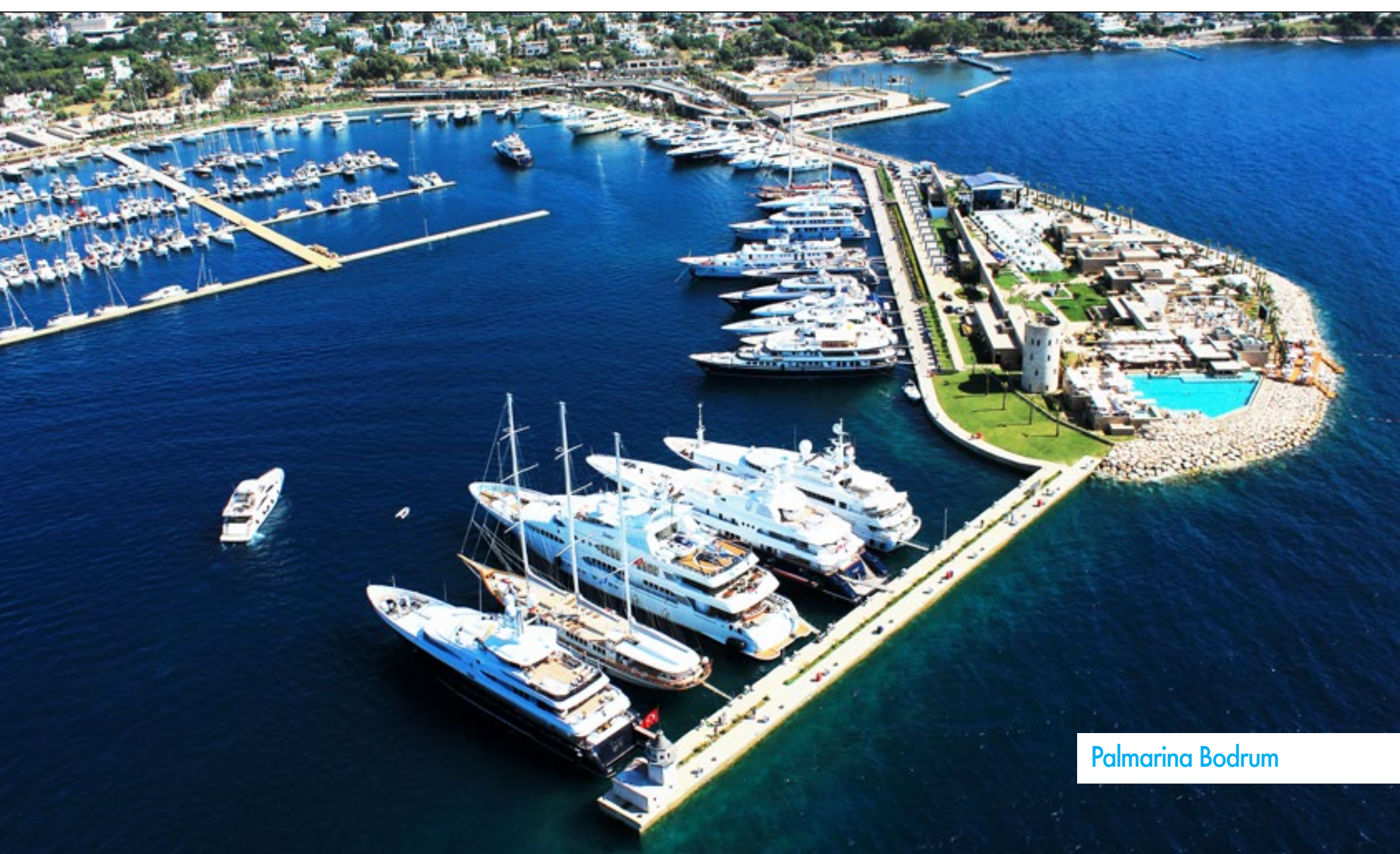
Bodrum often called the St. Tropez of Turkey is under the radar of discerned traveler from all around the World. Pearl of the Aegean coast with its crystal clear sea, pleasant climate and cutting edge lifestyle has been the one and only destination for high-end Turkish travelers for more than 30 years. Also worth mentioning that Bodrum is only 2,5 hours drive from Ephesus and the House of Virgin Mary for those that want to add cultural & historical visits to their holiday.

For 10 years, with the help of newly developments like Kempinski, Aman Resorts, Mandarin Oriental (to be opened this summer), Yalıkavak Marina and the international airport, Bodrum has become one of the most desired summer destinations in Europe. The third Four Seasons in Turkey is expected to open here in the following years as well.

This Aegean pearl is blessed to have it all which - in good hands - can be tailored to exact wishes of a family, couple or a honeymooner. The city owns diverse lifestyles and it is crucial to know which and what suits you the most. A significant fact about Bodrum is that she keeps welcoming repeat high end travelers from all around the World. Peak season is from June to September, but repeat travelers would say September is the greatest!



Kempinski Hotel Barbaros Bay, Bodrum



Palmarina Bodrum



# Iconic Hotels of Bodrum



AMANRUYA



KEMPINSKI HOTEL BARBAROS BAY



MAÇAKIZI



CASA DELL'ARTE

## "A new opening in Bodrum"



**M**andarin Oriental, Bodrum is scheduled to open in the summer of 2014, which will mark the highly anticipated debut of the award-winning Mandarin Oriental Hotel Group in Turkey and is set to bring its legendary service to a premium luxurious hideaway resort.

Mandarin Oriental, Bodrum, is ideally located on a 60 hectare waterfront site on the northern side of the peninsula, at Cennet Koyu (Paradise Bay), offering panoramic views over the Aegean Sea. Built on a series of levels nestled in the resort's landscaped hillside, surrounded by ancient olive groves and pine trees, this luxurious destination resort offers the perfect retreat. The resort's 109 guest rooms and suites are poised to be Turkey's most desirable address over the Aegean Sea.





# ISTANBUL

## Recent Openings

# Luxury Waterfront Mansions

## by Armaggan

The Bosphorus European shore recently saw the opening of Armaggan Bosphorus Suites which offers the opportunity to spend nights at a home by the sea with utmost concepts of luxury. Available either individually, as three separate houses, or one large residence, the 17 suites of the perfectly restored waterfront mansions offer a piece of history with ARMAGGAN's modern ideals of design. Bosphorus view from the terrace are complemented by unique aesthetic touches such as Ottoman symbolism present in antique chandeliers, silk drapes, hand-painted ceilings, and original art. More than sixty original paintings are featured alongside exquisite objects d'art and textiles handcrafted by Armaggan's expert artisans in the company's Istanbul ateliers.

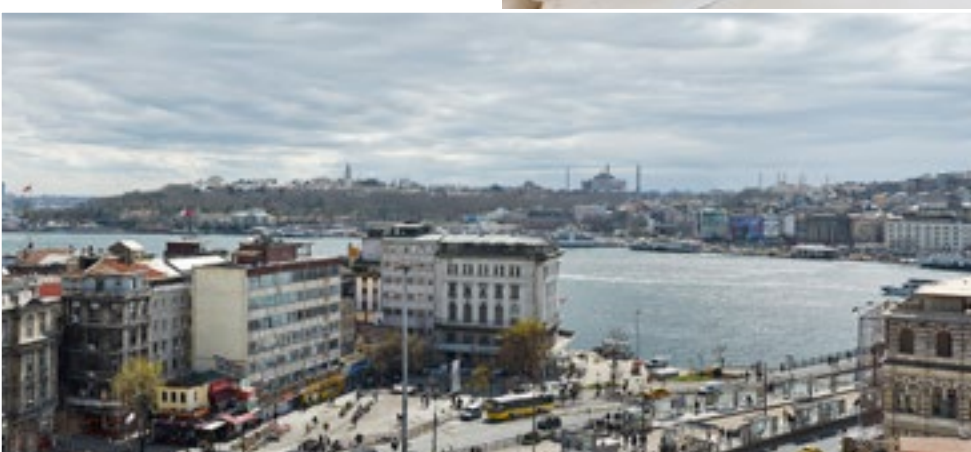


# Vault Karaköy, The House Hotel

Opened in March 2014, Vault Karaköy is located in the up-and-coming district of Karaköy on Bankalar Caddesi (The Avenue of Banks)—the glory of Constantinople's financial district—and is a convenient launching pad for exploring bohemian Beyoğlu and historic Sultanahmet. Total of 63 rooms including 5 suites, some with views of Topkapı Palace and the Spice Market. Occupies two back-to-back historic buildings: the neo-Renaissance 1863 former Credit General Ottoman and the erstwhile community centre of the Neve Shalom congregation. Vault Karaköy highlights Art & Culture, blending classic and contemporary styles, thus bringing together visions of Ancient and Modern Istanbul not only through the collaboration with an in-house art curator, but also by organizing art events and exhibitions.



Burcu Can  
VP, Latin America & Europe  
[burcu@insluxurytravel.com](mailto:burcu@insluxurytravel.com)





## Upcoming Openings

# Raffles Istanbul Opening October, 2014

Overlooking the panoramic Bosphorus view, Raffles Istanbul is within the internationally awarded Turkey's first and only 'mixed use' project Zorlu Center that brings together the cutting-edge performing art center, a luxury retail where various stylish international and local brands opened their unique design stores, offices and residences. Featuring a total of 181 rooms; including 49 suites, having a butler service for each hotel guest, also bringing a signature Spa, Writers and Long Bar with a Specialty Restaurant. Besides the 1200m<sup>2</sup> ballroom, Raffles Istanbul has fascinating 8 meeting rooms and one boardroom for special events, preparing to redefine the concept of luxury.



5

# The St. Regis Istanbul Opening September, 2014

Located in the sophisticated Nişantaşı, The St. Regis Istanbul will offer easy access to chic boutiques, restaurants and cafes, and important landmarks including the Istanbul Congress Center and Taksim Square. Designed by award-winning Turkish architect Emre Arolat, The St. Regis Istanbul will have 118 rooms, of which four suites will feature custom interiors by world-renowned designers, as well as an exceptional presidential suite. Renowned hallmarks of the St. Regis brand that will be available at the hotel include signature St. Regis Butler Service, providing anticipatory service and customizing each stay according to specific tastes and preferences. Culinary offerings will provide a sophisticated ambiance, including a brasserie-style restaurant and an intimate rooftop restaurant.





# The perfect destination for events and incentives

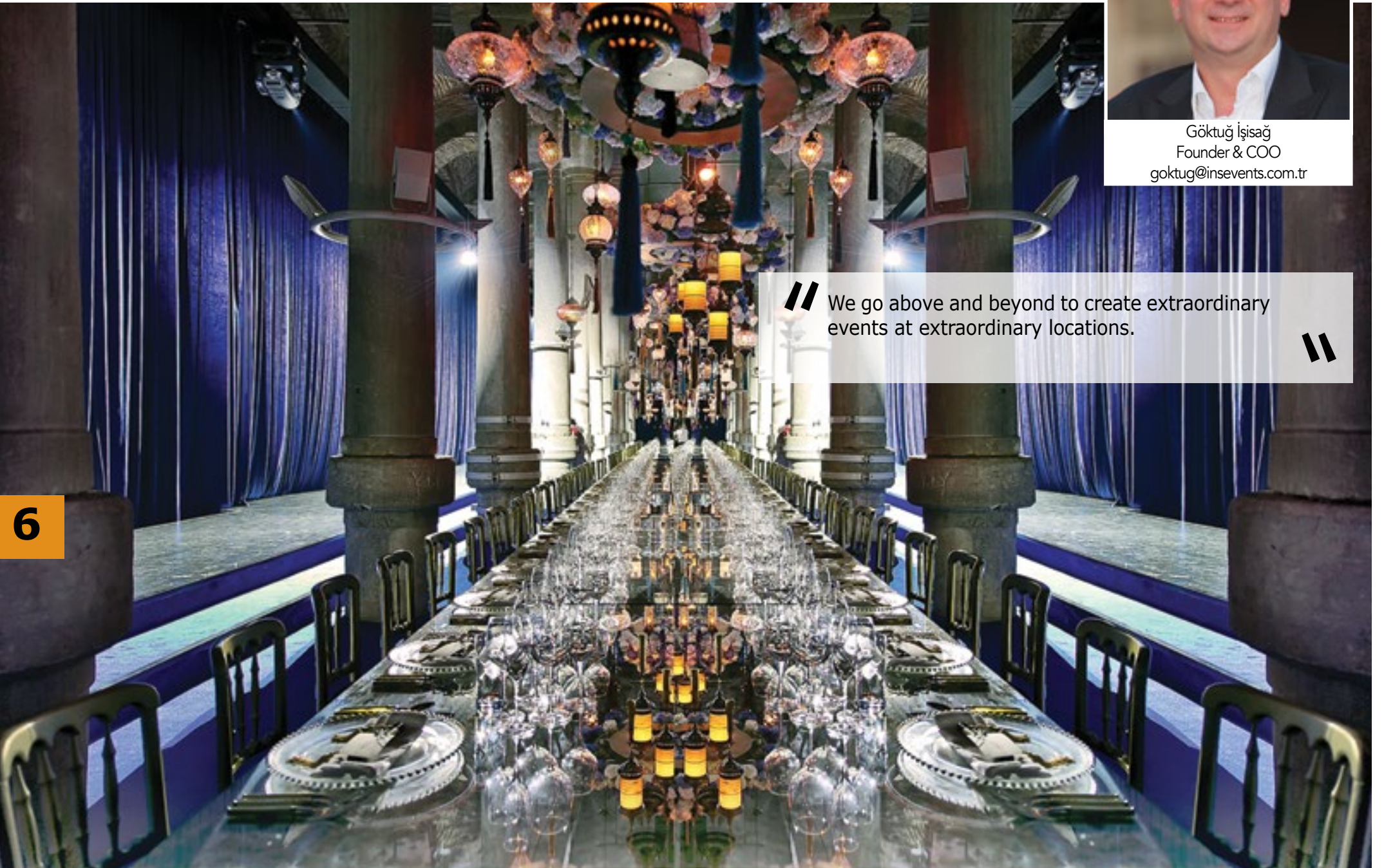


Göktuğ İşisâğ  
Founder & COO  
goktug@insevents.com.tr

// We go above and beyond to create extraordinary events at extraordinary locations.



6



// With Turkish Airlines, direct flights from more than 200 destinations, world celebrated hotel brands, historical venues and contemporary lifestyles, İstanbul is the perfect city for events and incentives.





# Privileged lifestyles by INS Creative Concierge



Sebnem Özdilek  
Creative Concierge &  
Director of Guest Experiences  
sebnem@insluxurytravel.com

## A Celebrity Favorite Sunset

For many, Sunset is certainly the top restaurant in Istanbul. Turkish celebrities' and high-end local society's usual pick for celebrations, important business dinners and Saturday night-outs. Sunset bar is one of the hot spots to be seen while enjoying its signature cocktails. The location is absolutely unbeatable in one of the most high-end residential areas with a garden. The dining experience is complimented with fascinating view of the Bosphorus. The menu has a great selection of food representing Mediterranean and International cuisine with one of the best Sushi bar in the city. For wine lovers, its cellar is for sure one of the heavenly ones. Sunset has won many international and domestic awards, and is a member of the Chaîne des Rôtisseurs for 15 years.



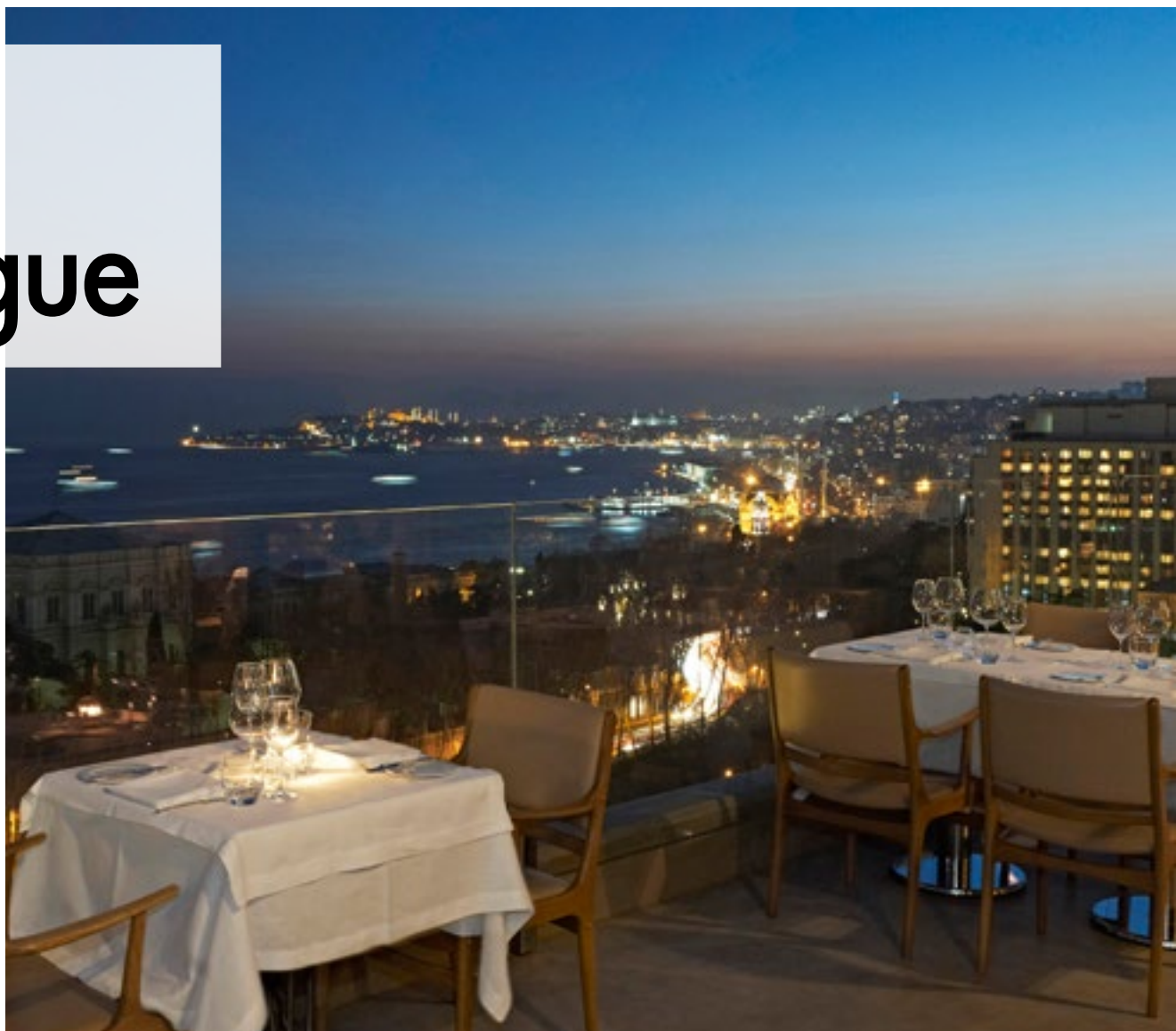
7

## Four Seasons Chef Joins Vogue

**L**ooking for good vibe, great food and excellent service? Vogue has come back from its renovation and gained its place back within the top 5 restaurants of Istanbul.

Located at the top of a plaza, just nearby the posh shopping district, Nisantasi, Vogue Terrace offers one of the most spectacular view of the Bosphorus. Wait until passing the main entrance and taking elevators to the top to understand the experience awaiting you.

The Sushi bar has been a big draw, but now Vogue is even more popular with its Italian chef Moreno Polverini who had an incredible touch on every corner of the restaurant. Arriving to Vogue after many years with Four Seasons, Chef Moreno has created a menu ranked highly by many food authorities. Our picks are "Burrata" and "Tiramisu". The talented young sommelier who has won the championship award of Turkey, will pair just the right bottle for you, from one of the largest cellars available in the city.





# INS in Luxury Travel Advisor Magazine



## DESTINATIONS



THE VIEW FROM the Shangri-La Bosphorus (here) is mesmerizing, where you can sit all day and watch boat traffic on the river.

SHANG PALACE (right) at the Shangri-La Bosphorus is the chain's signature gastronomic restaurant, celebrated for Cantonese cuisine.



museum's design-driven café is a great spot for lunch.

Nearby, the corporate offices of Borusan Holding create a unique venue for an acclaimed contemporary art collection. Decorated with new media sculptures and interactive installations, Borusan Contemporary (www.borusancontemporary.com) is open to the public on the weekend, so employees must completely clear their desks on Friday.

A word about the Shangri-La. Gorgeous guest rooms aside, this is a hotel with a soul. Originally built in 1929 as a tobacco warehouse on the Bosphorus, the neoclassical building was painstakingly restored for its new life; even the sycamore trees in the courtyard, one 350 years old, were protected. There's a serious wow factor here. Consider the lobby, where a crystal chandelier cascades over the central staircase, commanding your gaze from multiple levels of the hotel. The abundant use of marble is a nod to both the Ottoman palaces and the hammams that are a fixture in Turkish culture. As you ride the elevator to your room, you'll notice a giant painting suspended in the atrium. Resembling a parchment scroll, it was created by 12 Chinese artists who flew to Istanbul just to paint the Shangri-La story on a silk canvas.

In-room check-in is accompanied by a tea service, and therapists at Chi, the spa, transform the traditional hammam experience into a luxurious respite under a mountain of bubbles in your own private hammam. At Shang Palace, the signature gastronomic restaurant celebrated for Cantonese cuisine, the "Kung Fu Tea Master" delights diners with his theatrical tea-pouring skills straight from Chengdu.

Of the 186 rooms, 28 Deluxe rooms are the largest of that room category in the city, resembling private apartments decorated with framed Chinese ink drawings and stocked with all the mod cons (Nespresso machines, TVs embedded in the bathroom mirrors, Bulgari bath products). Request Bosphorus views (60 percent have them) and you'll reign over your very own waterfront fiefdom. The 17 suites make for a decadent hotel experience, especially the five Deluxe Bosphorus Suites, each occupying a corner of the building so the views are expansive—taking in the city's domes, minarets, and the twinkling Bosphorus Bridge. The crème de la crème is the Shangri-La Suite, equipped with three private terraces.

### INSIDER ISTANBUL TIPS

Koray Sahmali, managing partner of InS Luxury Travel, (koray@insluxurytravel.com; 011-90-212-219-2440) creates personalized itineraries based on clients' passion points. "Istanbul is cosmopolitan, but it's always been that way, with a mix of culture, heritage and religion, everyone living peacefully together," says Chief Guide Fatih Copuroglu (fatih@insluxurytravel.com).

His favorite neighborhood is the chic waterfront enclave of Bebek, with great fish restaurants. For breakfast, he suggests **Kale café** (www.kalecafe.com), and for a fun nighttime scene, **Luca** (www.luicastyle.com). Sahmali also loves a family-run sweets shop in Bebek called Meshur Bebek Badem Ezmesi.

## INSIDER'S ISTANBUL

Steeped in history, yet humming with contemporary energy, Istanbul gets under your skin like no place else on earth. Dynamite cuisine, sophisticated nightlife and major international events like the Contemporary Istanbul art fair and Turkish Airlines Open (Tiger Woods shut down traffic on the Bosphorus Bridge in November while hitting a golf ball from Europe to Asia) contribute to a constant buzz to this city which straddles Asia and Europe.

We love that Turkish Airlines has expanded operations with frequent, inexpensive departures from major U.S. cities. The new Business Lounge at Ataturk International Airport is also worth writing home about—and we hear there's a new Istanbul airport in the

works that will be the world's biggest.

Then there's the new Shangri-La Hotel (www.shangri-la.com/istanbul/shangrila), where you can sit all day and watch the boat traffic on the Bosphorus, a kind of theater that's mesmerized spectators for millennia.

Fresh from a stay in this beguiling city, we're armed with insider tips. But we say beware; when it's time to brave the traffic and head back to the airport, you might just end up extending your stay.

First-time visitors should devote at least a day to checking out the sites in Sultanahmet. After gazing at the Hagia Sophia, the Blue Mosque, Topkapı Palace, and the Basilica Cistern, head to the Grand Bazaar and Spice

Market for shopping (or at least bottomless cups of tea as you peruse Turkish rugs).

The sprawling city has more neighborhoods than you can count on your fingers, so best to focus on a chosen few. The hilly streets of Çukurcuma, a rakishly tumble-down district, are now lined with antique stores and trendy design shops. This is where interior designers like Oytun Berktaş (www.oytunberktan.com) have set up shop. (We stopped by his studio to learn about his hotel projects like Urban Suites and Argos in Cappadocia.) You'll also find the Museum of Innocence (www.masumiyetmuzesi.org), created by Nobel Prize-winning author Orhan Pamuk. Jammed with tchotchkes describing

the memories of a fictional character's life, the museum provides a lens for looking at a changing Turkish society from 1950 to 2000.

Beyoğlu is the beating heart of the modern city; its main artery, İstiklal Caddesi, leads from Taksim Square to Galata Tower. Indeed, its denizens call Taksim the "center of the world" and the *meyhanes* are thronged with happy diners feasting on *mezes*. The Nisantasi district beckons for chic shopping, while Ortakoy—right under the Bosphorus Bridge—has lively cafés within walking distance to the Shangri-La.

When it's time to get a taste of contemporary culture, let InS Luxury Travel (www.insluxurytravel.com) arrange the details. The preferred partner of Shangri-La, InS puts you in the shoes of an in-the-know *Istanbulu* for the day. InS also arranges spectacular events—like birthday parties and weddings—for international celebrities and business tycoons.

In the good hands of InS, we discovered the Sakıp Sabancı Müzesi (muze.sabanciuniv.edu), a hilltop mansion that's now a private museum overlooking the Bosphorus. Guarded by a bronze horse statue, the museum hosts major exhibitions of international artists. Our visit coincided with Anish Kapoor's first solo show in Turkey. Tip: The

## İdil Ark Joins INS



İdil Ark  
VP, Americas & Australia  
idil@insluxurytravel.com

Dear INS partners,

We are delighted to announce joining of Mrs. İdil Ark to INS Luxury Travel as Vice President in charge of North America and Australia as of May 1st. Most of you know İdil from her proud 20 years in luxury travel where she created many memorable experiences. İdil had been holding a leading role at a Virtuoso on site in Turkey for the past 14 years.

## Affiliated Travel Trade Shows

LE Miami, Miami, USA

9 - 12 June 2014

ILTM Americas, Riviera Maya, MEXICO

22 - 25 September 2014

Travelweek Rio De Janerio, BRASIL

27 - 29 October 2014



ILTM Cannes, FRANCE

1 - 4 December 2014



Küçük Çamlık Sitesi, Esra Sokak, No: 2/4 34337, Etiler, İstanbul, Turkey  
T. +90 212 219 24 40 F. +90 212 219 24 39

www.insluxurytravel.com - www.insevents.com.tr



facebook.com/insluxurytravel



twitter.com/insluxurytravel



instagram.com/insluxurytravel