

ICONS & STYLES

exceptional experiences

SUMMER 2017

Soaring high through the Mediterranean with a sole purpose;
**Creating Exceptional Experiences
for Today's Discerned Traveller..**



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Dear Valued Friends & Partners,

Here in this latest edition of our magazine, I am most proud and excited to announce a milestone event for **Icons & Styles**.

Icons & Styles, coming through a decade of operation with flying colors as a top player in luxury travel industry with a rightfully earned reputation for quality and excellence, is now merging with **Dogus Tourism Group** to be the leading luxury travel agency and destination management company of the Mediterranean region.

The most charming and the exquisite team of **Icons & Styles** and myself as the CEO and a shareholder of the company, will all continue to be there for you as always, with boosting aspirations for the up-and-coming future.

Dogus Tourism Group, holding a principal role in lifestyle brand management and business, currently owns and operates the Mytha Hotel Collection, consisting of the following iconic hotels as **Capri Palace**, **Aldrovandi Villa Borghese Rome**, **Il Riccio Beach House Bodrum**, **Argos in Cappadocia**, **Villa Dubrovnik**, **Villa Magna Madrid** and **D Maris**.

Moreover, the group owns/co-owns and operates a number of **key-marinas in the Mediterranean**, one of World's largest restaurant collection with international chains like **Zuma**, **Coya**, **Roka** and **Nusret**, in addition to a **private jet company**.

Dear Friends and Partners,

Icons & Styles would like to take this opportunity to thank you heartfully for your invaluable support to its remarkable achievements through out the last decade as an exceptional luxury travel company in Turkey. And now is the time to strengthen, uplift, advance and take this further with you.

Yours Sincerely,
Koray Şahmalı





CAPPADOX FESTIVAL

DAZZLING WITH JAZZ, PHENOMENAL FOOD AND OUTDOOR ACTIVITIES UNDER THE FAIRY CHIMNEYS OF CAPPADOCIA

An international festival in central Turkey captivates the participants with music, a feast of tastes, fascinating contemporary art and outdoor activities in a magical environment.

Cappadox – a multidisciplinary music and arts festival took place just recently, during May 17-21 2017, in its booming third year, attracting and inviting everyone in the search of a distinctive and breath taking festival to attend next year, in May 2018.

The festival's visual and performance art programs, musical and gastronomic events and outdoor activities were equally balanced in a glaring, lively atmosphere at every moment.

The most outstanding and memorable times among the fairy chimneys of Perili Ozanlar Vadisi, Goreme, were created by the instrumental folk rock of Portugal's Dead Combo, the soothing and lingering compositions of the Canadian-Danish pair Rhye and the two DJs, extending across genres, from the Turkish magazine Bant Mag. On the other end, Peter Broderick and David Allred with their violin and upright bass-led LP for Erased Tapes have marked the awesome moments in Uchisar, Cappadocia.

Cappadox of 2017, from the start to the very end, were underlined by mind blowing experiences at sunrise and sunset with brilliant concerts, fantastic nature walks and world famous hot air balloon rides, all crowned with indulgence over fire cooked local meals in a canyon...

“GOBEKLITEPE IS THE MOST IMPORTANT ARCHAEOLOGICAL SITE IN THE WORLD!”

David Lewis

University of Witwatersrand

Imagine a man-made hill, cumulatively rising over a period of 1,600 years, with each layer of history stacked one top of the other. Next, picture each of these bands antiquity buried individually over time and then all together. That is Gobeklitepe or Potbelly Hill... offering clues to-and prompting questions about- our very distant past.

From a remote tell in Southeastern Turkey, Gobeklitepes array of T-shaped limestone pillars, organized in rings, circles and ellipses, displays intricate relics and carvings of symbols, animals and insects. With the lowest ring dating back to 10,000 BC, before writing, the wheel and metallurgy had been invented. Gobeklitepe is older than Stonehenge and the Egyptian pyramids.

Lacking both organizational skills and specialized tools, how could Neolithic people have carved these stones and built these monuments to such high standards of engineering and artisanship? This is but one of Gobeklitepe's many mysteries.

Photo: Vincent J. Musi, Fernando Baptista / National Geographic Creative



“The Birth of Religion”

National Geographic

Without any sign of residential structures or water source nearby, scientists and archeologists agree; this was not a settlement area like others in Mesopotamia and the Fertile Crescent. Rather, **Gobekli Tepe** was a place of worship long before the dawn of civilization.

More than merely challenging the theory that agriculture motivated people into setting, and thereafter, developing religion and art, the discovery of **Gobekli Tepe** shows the contrary; it was religion that inspired them to leave behind their hunter-gatherer ways. The sites unearthing offers a **new understanding of human history**, turning what we thought we knew about *Homo sapiens* on its head and making the findings at **Gobekli Tepe** more remarkable.

In true groundbreaking fashion, **Gobekli Tepe** radically alters the course of human history while shedding new light on our own development. We invite you to experience what **Gobekli Tepe** has to share.

Photo (middle): Nico Becker / German Archaeological Institute (DAI)



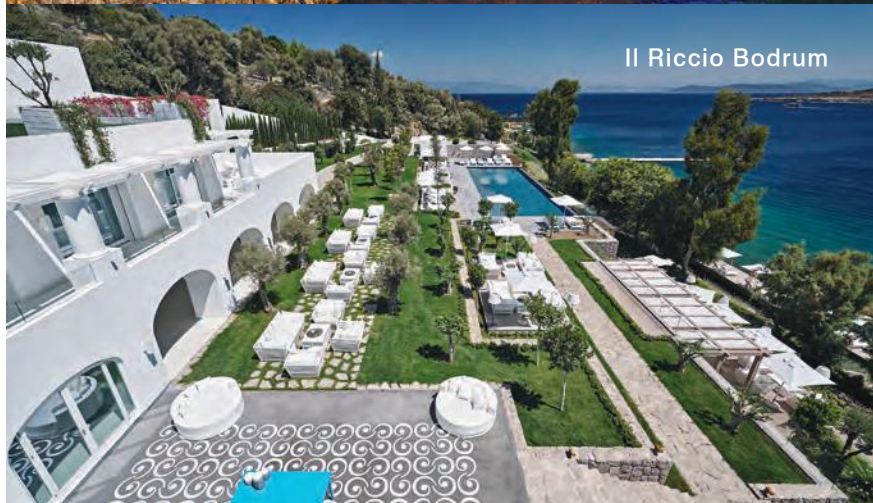
MYTHA HOTEL ANTHOLOGY: THE MEDITERRANEAN TASTE OF TIME



Capri Palace



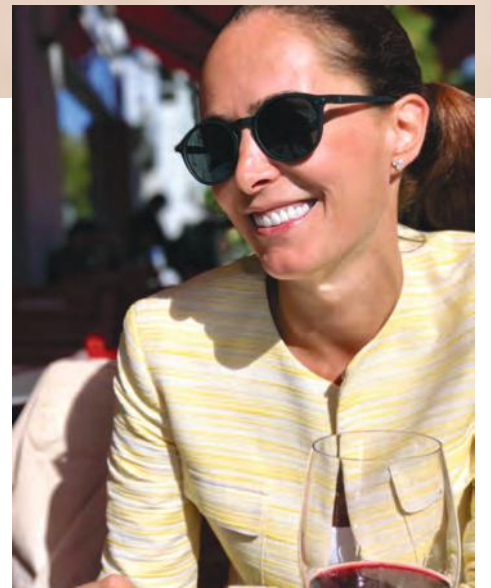
Villa Dubrovnik



Il Riccio Bodrum



Villa Magna Madrid



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SEVEN EXTRAORDINARY HOTELS WHICH EXALT HISTORY, CULTURE AND LIFESTYLE

Myhta Hotel Anthology has been launched by Doğus Group, a leading player in hospitality industry with 18 properties, 11 marinas, 180 restaurants worldwide and a refit center.

The Group has established **Myhta Hotel Anthology** which will host its most exclusive properties especially in the Mediterranean basin. The hotels, culled from the group's existing properties, representing unique, iconic establishments are **Aldrovandi Villa Borghese** in Rome, **Argos** in Cappadocia, **Capri Palace**, **D Maris Bay**, **Il Riccio Beach House** in Bodrum, **Villa Dubrovnik** and **Villa Magna** in Madrid.



D-Maris Bay, Datca Peninsula

This new brand unites the magical stories coming from each one-of-a-kind property in its own characteristic location. All the stories express passion for humanistic values and culture, scents of art, natural but sophisticated tastes of fine dining, infinite varieties of nature, individual lifestyles, with all reflecting a sense of time in the Mediterranean Basin.

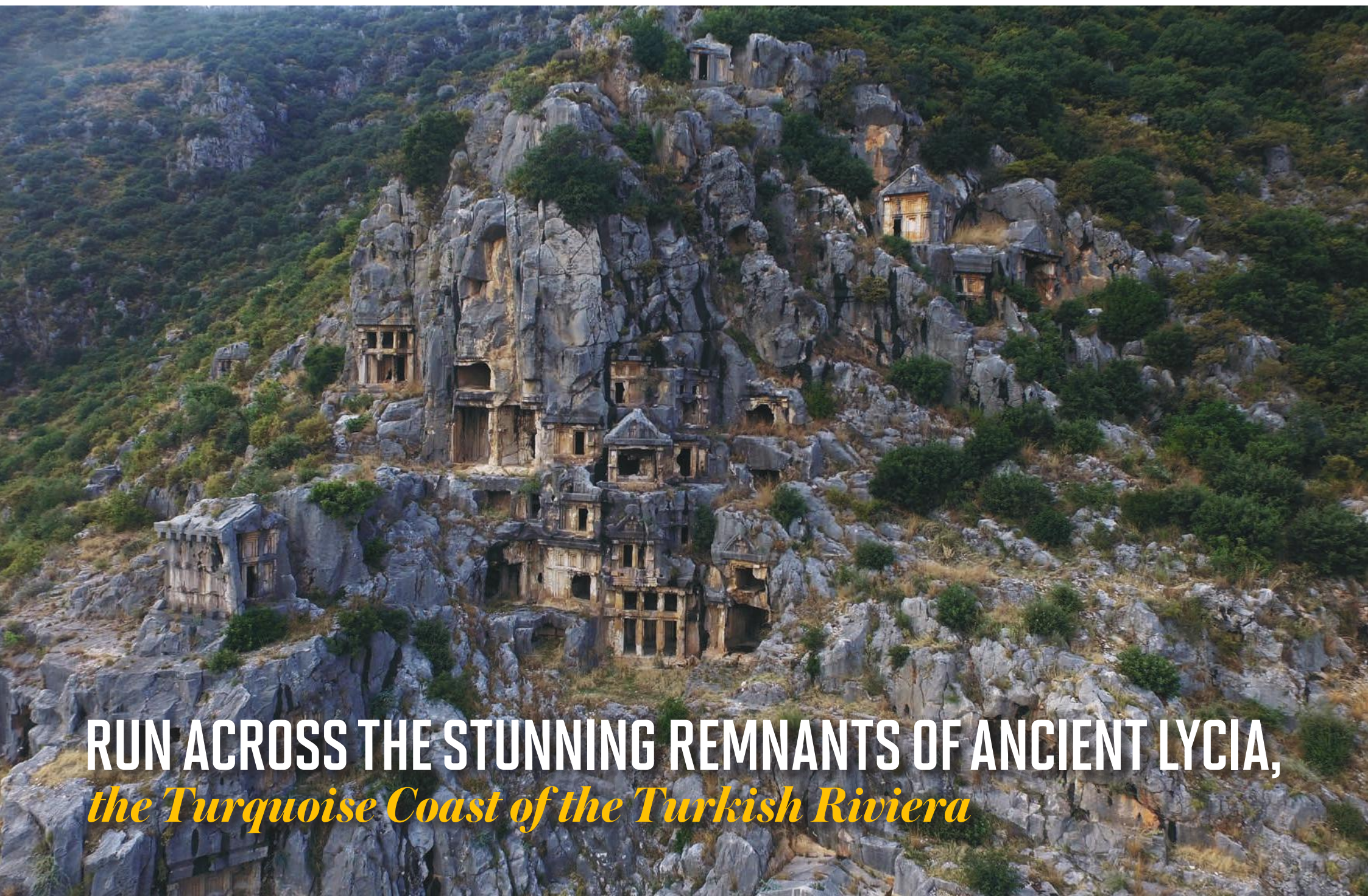
The philosophy of **Myhta Hotel Anthology** is to develop and advance its portfolio by a precise and a meticulous search of truly unique estates with intrinsic characteristics, identities and the most special local communities.



Argos in Cappadocia



Aldrovandi Villa
Borghese Rome



RUN ACROSS THE STUNNING REMNANTS OF ANCIENT LYCIA, *the Turquoise Coast of the Turkish Riviera*



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A MATCHLESS ULTRA-MARATHON THROUGH THE ANCIENT LYCIAN WAY... INEVITABLY, AN AWESOME BLEND OF OVERWHELMING HISTORY AND BREATHTAKING NATURE

Lycian Way Ultra Marathon is an international high challenge sports event, covering approximately 250 kilometers of the antique Lycian Way, one of a kind among the primary ultra-marathon destinations of the world.

Lycian Way race course has been home to hundreds of civilizations in thousands of years in history. The route consists of mainly



Roman roads, old footpaths and mule trails through the antique remains, cities, forts and amphitheatres, offering spectacular views over the coast, where the green forests meet the endless beaches. Competitors often find themselves spending mystical nights at the camps in the midst of ruins of the hidden Lycian cities.

LYUM promises an unforgettable experience for all the experienced and inexperienced competitors, who are willing to encounter ancient civilizations, sublime scenery and surprising challenges all the way through...